

**E&P**

October 8, 1988

\$1.50

# Editor & Publisher

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THE ONLY INDEPENDENT WEEKLY JOURNAL OF NEWSPAPERING

**Preliminary  
endorsement  
poll results  
(See page 11)**

**Tips on  
hiring, firing  
(See page 11)**

**Strike vote  
at the  
Sun-Times  
(See page 14)**

## This is a local story



**G**oing to distant places for local coverage is not unusual for The Orange County Register.

It can be to trace the flow of black market goods from Orange County to Vietnam. Or to capture the excitement of an Orange County resident who became the first person ever to swim across a frigid Siberian lake.

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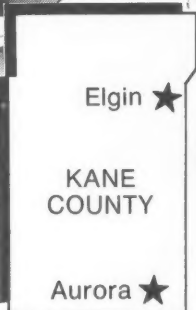
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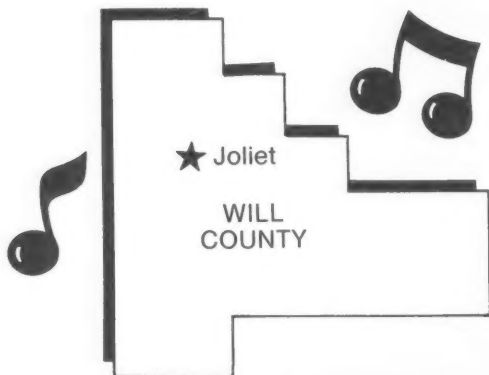


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*David Alan Harvey*

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## EDITOR & PUBLISHER CALENDAR OF EVENTS

OCTOBER							NOVEMBER					DECEMBER									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1		1	2	3	4	5		1	2	3						
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	
30	31																				

### OCTOBER

- 10-13**—Inter American Press Association, General Assembly, Hotel Marriott, Salt Lake City, Utah.
- 13-15**—The Society of Newspaper Design, Annual Business Meeting and Workshop, Galt House, Louisville.
- 14-16**—Conference for Journalists, The Economics of Urban Poverty and Welfare, Cosponsored by the Foundation for American Communications, Ford Foundation and New York Daily News, Stouffer Westchester Hotel, White Plains, N.Y.
- 14-16**—Free Press Association, Annual Conference on First Amendment Frontiers, Pacifica Hotel, Los Angeles.
- 15-16**—Ohio Newspaper Advertising Executives, Fall Management Meeting, Embassy Suites Hotel, Columbus.
- 15-18**—Inter-State Circulation Managers Association, Loews L'Enfant Plaza, Washington, D.C.
- 15-19**—Northeast Classified Advertising Managers Association, Conference, Hyatt Regency, Buffalo N.Y.
- 16-19**—Newspaper Research Council, General Conference, Westin Hotel, Cincinnati.
- 16-19**—Southern Newspaper Publishers Association, Convention, Boca Raton Hotel, Fla.
- 17-19**—Inland Daily Press Association, Drake Hotel, Chicago.
- 18-21**—Associated Press Managing Editors, Conference, Boston, Mass.
- 20-21**—International Federation of Newspaper Publishers (FIEJ), Management & Marketing Symposium, Hotel Intercontinental, Geneva.
- 22**—New Jersey Press Association, Advertising Conference, Henry Chauncey Center, Princeton, N.J.
- 23-26**—International Newspaper Financial Executives, Annual Meeting, Queen Elizabeth Hotel, Montreal, Quebec, Canada.
- 24-27**—American Association of Independent News Distributors, Fall Convention, Warwick Hotel, New York City.
- 26-29**—National Newspaper Association, Annual Convention and Trade Show, San Antonio.
- 27-28**—New England Newspaper Advertising Executive Association, Fall Sales Convention, Sheraton Inn, Newport, R.I.
- 27-29**—Howard University School of Communications Annual Conference, "Minorities and Communications," Howard University, Washington, D.C.

### NOVEMBER

- 1-4**—Audit Bureau of Circulations, Annual Meeting, Royal York Hotel, Toronto, Canada.
- 16-19**—Society of Professional Journalists, Sigma Delta Chi, Annual Convention, Clarion Hotel, Cincinnati.
- 17-18**—New Jersey Press Association, Annual Meeting and Convention, Seaview Country Club, Absecon, N.J.
- 17-19**—New England Society of Newspaper Editors, Convention, Stratton Mountain Resort, Stratton Mountain, Vt.

### Seminars/Workshops/Clinics

#### OCTOBER

- 13**—Gannett Center for Media Studies, Columbia Communication & Society Seminar: Access to Information—Libraries for the 21st Century, Columbia University, New York City.
- 14-15**—California Polytechnic State University, Workshop, Color in Newspapers and the Insert Market Place, San Luis Obispo, Calif.
- 16-18**—ANPA/INAME Leadership in the Advertising Department, St. Petersburg, Fla.
- 16-26**—American Press Institute, News Editors and Copy Desk Chiefs, Reston, Va.
- 19-21**—International Circulation Managers Association, Management Seminar, Toronto, Ontario, Canada.
- 19-28**—Knight Center for Specialized Journalism: Nuclear Power from A to Z, College Park, Md.
- 24-28**—Gannett Center for Media Studies, Technology Studies Seminar for Journalism and Mass Communication Educators, Columbia University, New York City.

#### NOVEMBER

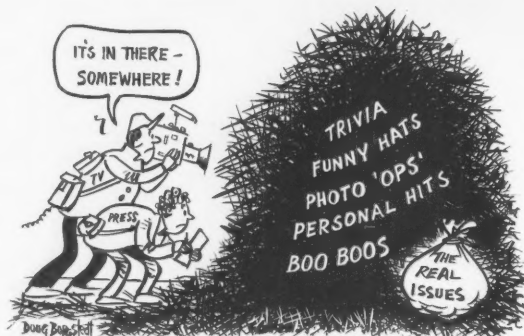
- 1-2**—ANPA Workshop, Strategic Compensation Planning for Newspapers, The Newspaper Center, Reston, Va.
- 1-4**—Pennsylvania Society of Newspaper Editors, Seminar, PNPA Press Center, Harrisburg, Pa.
- 3-4**—ANPA Health and Safety Symposium, Boston Marriott, Long Wharf.

Vol. 121, No. 41 October 8, 1988; Editor & Publisher, The Fourth Estate (ISSN:0013-094X) is published every Saturday by the Editor & Publisher Co. Editorial and business offices at 11 West 19th Street., New York, N.Y. 10011. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and registered and contents copyrighted 1988 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$40.00 in the United States and possessions, and in Canada. All other \$75.00. No claims for back issues honored after one year.

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# The 4th Estate

By Doug Borgstedt



## About Awards

**Health awards.** The national winners of the 1987 Distinguished Health Journalism Awards, sponsored by the American Chiropractic Association, included Daniel Haney of the Associated Press in New York for an article on "Type A" personalities and Earl Ubell of *Parade* magazine for "Health on Parade."

**Circulation award.** Tony L. Delmonico, director of circulation, Scripps Howard Newspapers, has been awarded the 1988 President's Award from the International Circulation Managers Association for his outstanding achievement and contributions to the newspaper circulation profession.

**Spirit of America Award.** Walter Anderson, editor of *Parade* magazine and a veteran of the war in Vietnam, is one of seven recipients of the first Spirit of America Award, presented by General William Westmoreland and entertainer Bob Hope and sponsored by the Institute for the Study of American Wars. The award recognizes American veterans of foreign wars who have contributed outstanding humanitarian service to the community outside the military.

**Lovejoy winner.** John Kifer, a *New York Times* reporter and foreign correspondent, has been named the 1988 recipient of the Elijah Parish Lovejoy Award. The award is given by Colby College in Waterville, Maine, to honor journalists who "continue the Lovejoy heritage of fearlessness and freedom."

Lovejoy, an 1826 Colby graduate, was killed in 1837 in Alton, Ill., by a pro-slavery mob attempting to silence his newspaper.

**Neuharth to be honored.** Brandeis University will present Gannett Co. chairman Allen H. Neuharth with an honorary doctorate degree on Oct. 9 during a special Founder's Day convocation to celebrate the university's 40th anniversary.

**Honorary doctorate.** Thomas L. Friedman, a 1975 graduate of Brandeis University and a two-time Pulitzer Prize-winning Mideast correspondent for the *New York Times*, will receive an honorary doctorate from his alma mater on Oct. 9 during the university's special Founder's Day convocation in celebration of its 40th anniversary.



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## Budapest writer issues a call to U.S. writers

A Budapest physician is asking American writers to help him test glasnost in Hungary.

In a letter to *E&P*, Dr. Jozsef Telkes has asked U.S. writers to contribute articles and ideas for an English-language journal called *Bridge: A Forum For International Friendship* that would begin publishing in January.

"Now we have more freedom and many of us have just begun to look for methods of some kind of reform, both in our personal (mental and spiritual) and professional lives," Telkes wrote.

The journal, he said, "would be a forum for every professionally or personally interested person to exchange ideas about peace, moral problems, human nature and healing possibilities of personal and community suffering."

Dr. Telkes can be reached at P.O. Box 442, Budapest, Hungary, H-1395.

## ANA calls on W.Va. attorney general to reconsider ad rule

The Association of National Advertisers Inc. (ANA) has called on the West Virginia attorney general to reconsider a proposed legislative rule that places numerous restrictions on advertising.

In preliminary comments to the Office of Attorney General on its proposed legislative rule entitled "Prevention of Deceptive Acts or Practices in Connection with the Sale of Consumer Goods and Services," ANA president DeWitt Helm stated that "... certain aspects of the proposed legislative rule may conflict with existing federal court decisions and Federal Trade Commission regulations and will adversely impact the ability of conscientious and honest advertisers to advertise effectively in West Virginia."

## Times Mirror predicts lower third-quarter results

Times Mirror Co. joined the ranks of newspaper companies announcing

third-quarter results are likely to be poorer than the year before.

The New York Times Co. and Dow Jones & Co. have made similar announcements.

Although it did not give a specific figure, Times Mirror said it expects its third-quarter operating profit to decline more than in this year's second quarter, when operating profits fell 11% to \$139.4 million from \$156 million.

The company also said that gains from the sale of timberlands will offset the drop in operating income.

The company said the decline in third-quarter operating profits would result from weak advertising demand, higher newsprint costs and additional costs associated from its marketing efforts for the *Los Angeles Times* and *Newsday*.

Higher acquisition-related charges involving professional and consumer publishing also will adversely impact third-quarter operating results, the company stated.

Advertising rate increases put into effect at the beginning of the year have enabled Times Mirror to post a 5.6% gain in total ad revenues for the first 35 weeks of the year despite a weakening of advertising volume.

## Straus to run West Point paper

Straus Communications of New York City has signed a contract to act as business, advertising sales and production agent of the *West Pointer*, the free-distribution weekly tabloid serving 25,000 residents, employees and cadets of the U.S. Military Academy at West Point.

Founded 45 years ago, the *West Pointer* was previously published without advertising.

Under the contract, which is renewable yearly, Straus was scheduled to begin handling all operations with the exception of editorial on Oct. 7.

The company will provide training for cadets and military personnel working on the editorial staff, but the Academy's public affairs officer will have overall editorial control.

"We're not paying them. They're relieved of the costs [of publishing]," said company president R. Peter Straus.

He said the movement toward having civilians run their newspapers has been a trend at military bases for several years.

"It's just started at the academe-

mies," he added, noting that the Air Force Academy's newspaper has a similar arrangement with a civilian publisher but the Naval Academy at Annapolis does not.

Straus Communications owns radio stations and weekly newspapers along the East Coast. The company most recently acquired the weekly *Sparta* (N.J.) *Independent* and converted it to a total market coverage publication with 8,000 distribution.

## Editors meet with U.N. officials

Javier Pérez de Cuellar, the secretary-general of the United Nations, headed the list of senior U.N. officials who participated in the 14th annual Editors' Seminar at the U.N. in New York.

The two-day seminar was organized and hosted by the United Nations Association of the United States of America in order to give journalists who do not normally cover the U.N. the opportunity to meet and have candid discussions with senior members of the United Nations.

More than 70 newspaper, radio and tv journalists who attended were welcomed by Mme. Thérèse Paquet-Sevign, U.N. undersecretary general for public information, who asked for the cooperation of the press so that the full importance of the United Nations can be understood by the people of the world.

She said that recent polls taken in the United States show that 78% are in favor of the United Nations and 15% are against. However, before 1988, the public generally believed that the U.N. was not working — a belief that she attributed to the lack of success in security and peacekeeping.

The U.N. seeks to be judged on a broader concept, she said, not just their work for peace and security, but for their work in the social and economic arenas too.

She admitted that there has been a problem of lack of resources in her department, but said they have re-equipped the department so that they will be able to communicate effectively with the people of the world. Now that they have the equipment, what is needed is the cooperation of the press so that the full importance of the U.N. is understood, she said.

"Please don't hesitate to call my office for information, interviews or access," she said.

# More than 24 million of this country's smokers will travel this summer. Make room, America!



America's smokers travel by land, by air, by sea. They travel far and wide.

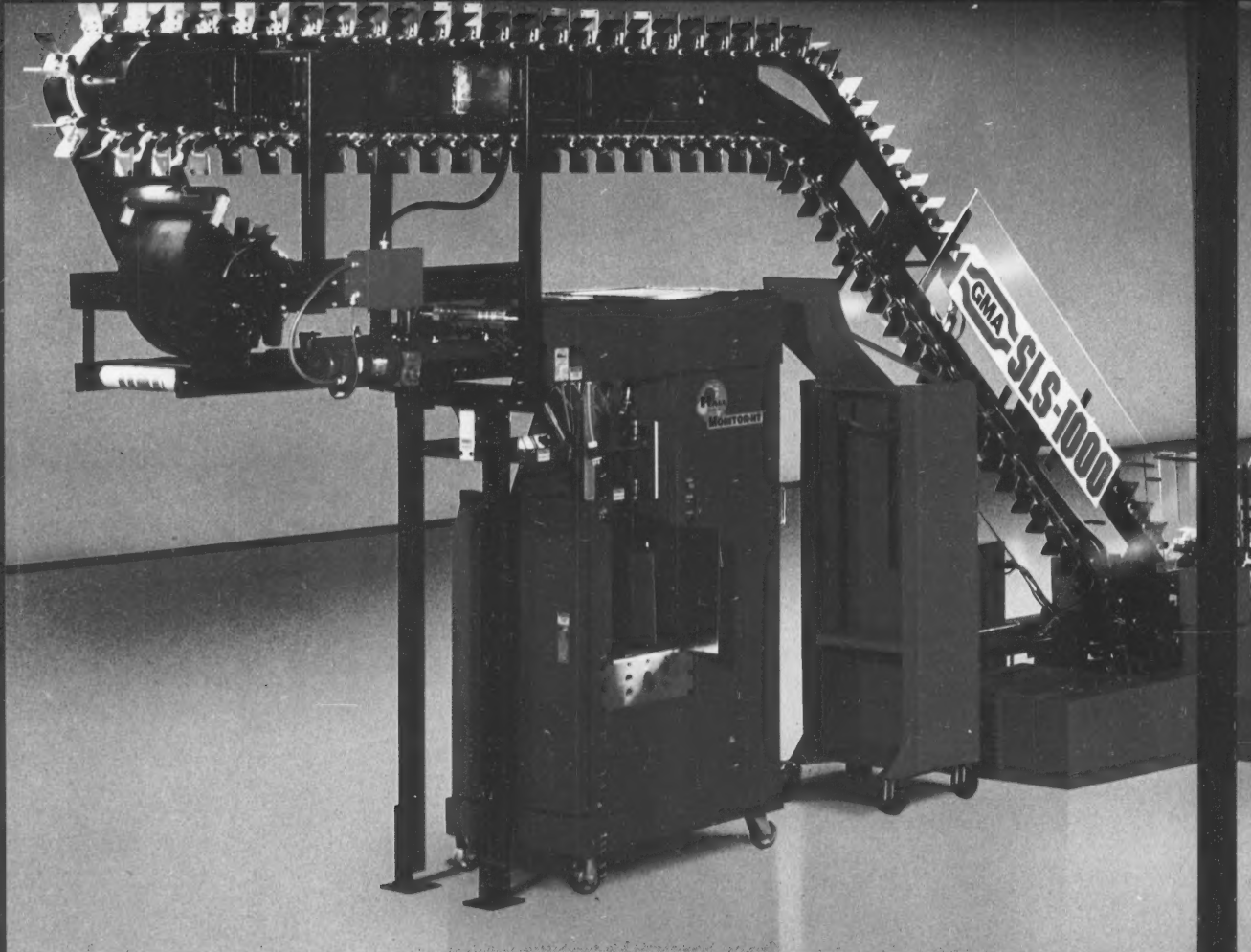
During the summer, resort hotels alone will welcome 5 million smokers and their families. More than 7.5 million will travel the U.S.A. More than 2 million will head overseas. And 5 million will take to the air. Spring, summer, winter and fall, smokers keep the travel industry of America occupied.

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 Flint (MI) Journal  
 Ft. Lauderdale (FL) News and Sun-Sentinel  
 Framingham (MA) Middlesex News  
 Hamilton (Ontario) Spectator  
 Hyannis (MA) Cape Cod Times  
 Jacksonville (FL) Times Union & Journal  
 Kitchener-Waterloo (Ontario) Record  
 Lansdale (PA) Reporter  
 London (Ontario) Free Press  
 Long Island (NY) Newsday  
 Longmont (CO) Daily Times-Call  
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 New Bedford (MA) Standard-Times  
 New Haven (CT) Register  
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 San Jose (CA) Mercury/News  
 Scranton (PA) Times  
 Stuart (FL) News  
 Tampa (FL) Tribune  
 Tucson (AZ) Newspapers  
 Vero Beach (FL) Press Journal  
 Watertown (NY) Daily Times  
 West Chester (PA) Daily Local News  
 West Palm Beach (FL) Post & Evening Times  
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 Strengnas Tidning  
 Falun (Sweden) Dalarnas TC  
 Gavle (Sweden) Gefle Dagblad  
 Gloucester (England) The Citizen  
 Hull (England) Northcliffe  
 New-Isenburg (W. Germany) Ter & Faz GMBH  
 Norrtalje (Sweden) Tidning  
 Oslo (Norway) Aeker & Baerum  
 San Sebastian (Spain) El Diario Vasco  
 Santander (Spain) El Diario Montanes  
 Ski (Norway) Ostlandets Blad  
 Southampton (England) Southern Evening Echo  
 Swansea (Wales) South Wales Evening Post  
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## Editorial endorsements

Is endorsement of candidates for president on the editorial pages of the nation's newspapers going out of style? We hope not, but an examination of the quadrennial results of *E&P's* polls conducted since 1932 suggest that may be true. The number of newspapers declaring they are either uncommitted or they have a policy of no endorsements has been on the increase.

In 1932, only 7.45% of the newspapers responding to *E&P's* poll declared they were neutral, for whatever reason. In 1936, this figure remained at 6.8%. In 1940, however, it climbed to 13.43% and by 1980 it was 43.4%. Four years ago the neutral or undecided accounted for 32.7% of the respondents and this year the figure has climbed to 67.7%.

The last figure may be due to the fact that *E&P's* poll was made more than a month earlier than four years ago and many editors and publishers said they were waiting until the debates to make up their minds. The poll will be brought up to date prior to Election Day. But this 1988 figure includes 29.8% of the respondents who declared they do not make endorsements, and that is significant.

Our coverage of the recent National Conference of Editorial Writers in Fort Worth (*E&P*, Oct. 1, Page 9) revealed that many editors believe newspaper endorsements of candidates don't make any difference on the outcome of the election or have any influence on readers and that is probably why more and more of them are abandoning the practice. It is a conclusion difficult to understand when at the same time most editors believe newspaper endorsements in state and local elections do have some impact.

Is it possible that newspaper editors and their publishers have been conned by that old cry of a "one-party press" which contends that newspaper editors and publishers have been out of touch with the public because they habitually endorse candidates from the Republican Party, whereas it is the candidates of the Democratic Party who have been elected?

Let's put that one to rest. Since 1932 there have been 14 presidential campaigns and elections. In seven of those a candidate was elected in spite of the opposition of a majority of newspaper editorial pages. In the other seven races the candidates were elected who had the support of a majority of newspapers. Lyndon Johnston was the only Democrat on the latter list. And, if you take out the last two races by Franklin Delano Roosevelt which were badly tilted by opposition on the "Third Term" issue, the figures are more interesting.

Certainly, the opinions of a majority of newspapers were rebuffed in the election of Roosevelt, Truman, Kennedy and Carter. However, weren't newspapers right in their endorsements of Eisenhower, Johnson, Nixon and Reagan who were elected?

We believe that newspaper editors in their day-to-day editing of the news are better informed on the candidates and issues than the average reader and, therefore, we believe it is incumbent upon them to share their thoughts with their readers. They cannot always expect to be right, but at least they should say what they think and not let their readers flounder in a sea of political hype and propaganda which presidential campaigns have become.

## The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate, March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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# Letters to the Editor

## Says letter was long on passion, short on perspective

Elizabeth Bourland's defense of withholding the names of sexual assault complainants ("Shop Talk at Thirty," Sept. 10) is long on passion and short on perspective. Although I agree with her conclusion, I am uncomfortable with her sense of certainty that we are correct. Newspapers generally don't publish rape complainants' names for reasons that have more to do with marketing than good journalism.

To withhold the name of the accusers in rape cases is both in vogue and in keeping with what the vast majority of readers apparently prefer. Whether withholding names represents "good public policy," as Ms. Bourland suggests, is a different issue.

The Sixth Amendment guarantee of a public trial is a protection, as Justice Stewart wrote in the "Gannett" case, "of all persons accused of crime—the innocently accused, that they may not become the victim of an unjust prosecution, as well as the guilty, that they may be awarded a fair trial . . ."

A public trial is more than a free ticket to watch a good show; theory (as well as practice) suggests that new witnesses occasionally come forward as a result of public trials and, in some cases, those witnesses impeach the credibility of the complainant in a criminal proceeding. Of course, that process is precluded if the name of the complainant is concealed. I agree with Ms. Bourland that newspapers might appropriately choose to damage the Sixth Amendment protection of a rape defendant, but I object to her certainty that "publishing the names would not further ensure the rights of the accused . . ." That lets the press off the hook a bit more easily than I think is appropriate. Publishing the names might well help the accused—and papers should be aware of that

## Correction

A June 18 reference in *E&P* to Ferag Inc.'s Single Copy Conveyor inadvertently suggested that the product was designed for 40,000 copy-per-hour operation.

In fact, the conveyor has long been capable of operating at up to twice that speed. It is the feeder mechanism that was redesigned to maintain a more regular operation at 40,000 copies per hour.

fact when they choose to withhold the name.

More significant, perhaps, for an essay on this subject in a journalism magazine, is whether newspapers waive any of their hard-won rights when they choose to intervene voluntarily on the side of the prosecution.

In most rape cases, there is no legislative or court-ordered discipline that requires the press to withhold names; it is done by the press voluntarily. Discretion offered voluntarily is discretion less easy to protect when under attack by court or legislature.

In serious felony cases involving juveniles, many papers routinely publish the names of the youths, despite legislative intent to withhold those names. Can the press, on the one hand, choose to conceal identities when the issue is rape but at the same time be free to ignore the public will when the name of a violent 12-year-old child begs for front-page coverage?

I think the press can do just that, but it's not necessarily anything of which to be proud.

The most dangerous aspect of this issue is one that Ms. Bourland fell into with ease. She contends that "the rights of the accused are equally important" to the rights of the

accuser in sexual assault cases. That, of course, is untrue, if democracy is to prevail. The rights of the accused are supreme; the rights of the accused must not be equal to any other rights, if we value our suspicion that government abuse begins with a deterioration of our protections against that abuse.

The press chooses to report or not report, disclose or not disclose, for a whole host of reasons, some related to the sacred trust of the First Amendment, others no more compelling than a pandering to the customer. Most papers have decided, for the better, I think, not to publish the names of sexual assault complainants. But let's not be too sure they are doing the right thing. Let's not get too comfortable with the notion that the press is free to hide news for reasons having more to do with their intuition than their devotion to truth and the public good.

We often hear of ideas that are good in theory, but bad in practice. We run the risk in sexual assault cases of doing something that is good in practice, but bad in theory. It deserves further study—and debate.

LAURENCE COHEN

(Cohen is an adjunct professor in the journalism department of the University of Connecticut, Hartford.)

## MOVIES . . .

"*'A Fish Called Wanda'* is the catch o' the day—a fresh and flaky farce, half-baked and served with a saucy performance by Jamie Lee Curtis and your choice of chaps (John Cleese, Michael Palin and Kevin Kline). It's a deliciously dishy comedy, but like *sushi* an acquired taste.

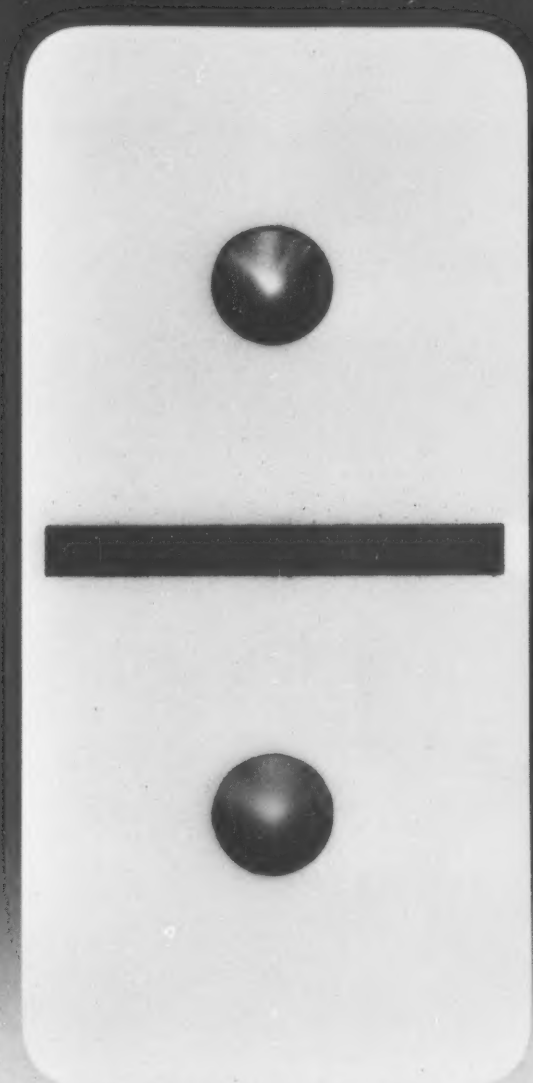
"*This irreverent whopper of the Monty Python school is bound to outrage special interests galore—dog lovers, stutterers, feminists and people opposed to fries up the nose. And yet it has a classic madcap grace, thanks no doubt to its legendary director, Charles Crichton of 'The Lavender Hill Mob' . . .*"

—Rita Kempley of *The Washington Post*



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# DOMINANCE

It's no theory.

Michigan's fourth largest city and surrounding communities stand alone when you read the numbers.

The Flint area, with a population approaching 450,000, spends a whopping \$3 billion annually in retail sales. A market where the average household income exceeds \$30,000 per year.

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newspapers  
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## Tips on hiring, firing

**Lawyers offer advice to publishers on how to avoid employee legal action**

By M.L. Stein

Newspapers can often avoid the courts and stiff damages by taking great care in hiring, firing and handling employees on the job, specialist lawyers told publishers recently.

Many of the growing number of lawyers in the country are looking at potential sources of liability to impose on employers, San Francisco attorney Wendy Tice-Wallner told a management conference of the newspaper-sponsored Industrial Relations Bureau in Los Angeles.

"They [lawyers] are discovering that employers can be as disorganized, inconsistent and uncared for in other aspects of employee relations as they have been in termination," added Tice-Wallner, whose firm, Littler, Mendelson, Fastiff & Tichy represents the *Sacramento Bee* and other newspapers.

She warned management to be especially careful in such complaints

as sexual harassment, pointing out that multiple employee lawsuits can arise from a single act of alleged misconduct. Not only will the supposed victim sue, but other alleged victims and the accused harasser as well may file actions, Tice-Wallner warned.

She recommended thorough investigations in which all potential witnesses are interviewed, noting that in a sexual misconduct charge both parties can call on other workers to vouch for them.

"Before a decision is made to fire someone, the impact of the decision must be evaluated not only with respect to the employee in question, but with respect to co-employees and even non-employees," the lawyer stated.

"Not only can you be sued for firing someone, you can also be sued for not firing someone, or for hiring someone you shouldn't have hired," Tice-Wallner cautioned.

To avoid hiring unfit people, the

speaker advised, look for gaps in employment and other unusual or suspicious entries or omissions.

Moreover, she said, each previous employer and personal reference listed on the application should be contacted.

"Ask each former employer if they have any reason to doubt the applicant is reliable, trustworthy and honest," Tice-Wallner said. "Explore any tendency toward strange or violent behavior. If you're persistent enough . . . you'll get a response."

She also listed these steps in hiring:

- Obtain the applicant's consent to get information from previous employers, personal references, verification of educational degrees, etc. Also get waiver and release from liability in connection with the reference check. If the applicant won't give it, ask why.

- Document all information from references and prior employees.

(Continued on page 12)

### Early E&P endorsement poll results:

## 131 newspapers support Bush, 26 support Dukakis

By Andrew Radolf

Preliminary results of *E&P's* quadrennial poll of presidential endorsements shows 131 newspapers supporting Republican George Bush for president compared with 26 newspapers supporting Democrat Michael Dukakis.

Through Sept. 30, 486 daily newspapers had responded to the poll. Bush's total represents almost 27% of the respondents, while Dukakis' total comprises just 5.3%.

Newspapers responding that they have a "no endorsement" policy totaled 145, or 29.8% of the respondents, while those saying they remain unde-

ecided about which candidate to support totaled 184 newspapers, or 37.9%.

In terms of circulation, those 184 undecided newspapers account for 7.7 million circulation, or 54.6% of the respondents' total circulation of nearly 14.1 million.

Newspapers with no endorsement policies have circulation totaling almost 2.2 million, or 15.4% of the total.

The 131 newspapers supporting Bush have more than 3.6 million circulation, or 25.9% of respondents' total circulation. His supporters include three newspapers with over 100,000 daily circulation, 17 dailies

with 50,001 to 100,000 circulation, 23 newspapers in the 25,001 to 50,000 circulation range and 88 newspapers with circulation of 25,000 or less.

The 26 newspapers for Dukakis combine for 590,012 circulation, or 4.2% of the total. One newspaper with over 100,000 circulation, three dailies in the 50,001 to 100,000 circulation range and two dailies in the 25,001 to 50,000 circulation range responded that they support the Democratic candidate.

Twenty dailies with circulation of 25,000 or less reported they endorsed Dukakis.

E&P will publish the full results of its poll in the Oct. 29 issue.

## Tips

(Continued from page 11)

- Document all efforts to obtain information, even if unsuccessful. "This is proof of due care."

- Check on licensing and driving records of applicants for driving positions.

- Advise the applicant on the application form that employment is contingent on a satisfactory reference check and that falsification or omissions of information are grounds for recision of employment.

- Do not offer a job until screening has been completed or make an offer contingent on a satisfactory background check.

Caution also should be the watchword in cases of suspected employee theft or other wrongdoing, Tice-Wallner said.

She cited the case of a 17-year-old department store clerk who was awarded \$110,300 by the court on her complaint that a supervisor held her in a room for four hours, demanding a confession of theft.

**"Not only can you be sued for firing someone, you can also be sued for not firing someone or for hiring someone you shouldn't have hired," Tice-Wallner cautioned.**

"Get the facts as quickly as possible but do a complete investigation," the attorney suggested. "Do not threaten prosecution . . . or loss of job. Do not touch the employee or make threatening gestures."

She said management should attempt to get a signed admission without coercion and it should not publicize the results of the probe.

A second panelist, newspaper attorney Michael Zinser, termed the employer's application form and handbook as the "front line of defense" in a wrongful termination suit.

"The courts will look at what you promised to do in those documents," he said. "You can reserve in those documents the right to change policies."

Zinser, a member of the Nashville firm of King & Ballow, said legal troubles also may be avoided by being "honest and accurate with employees."

"Many labor disputes arise from the nice-guy syndrome," he elaborated. "We don't have the courage to

look at somebody eyeball-to-eyeball and say, 'You're doing a lousy job. This is what you are doing wrong and this what you must do to improve,'"

If that approach is unsuccessful, a manager should then have the courage to "bite the bullet and make a tough decision. When you don't do that is when you run into the problem of negligent retention," he continued.

Zinser also provided a scenario for instances when a lawsuit cannot be avoided.

"The next best defense is a massive offense," he explained. "Think about whether you have any real counterclaim against employees suing you. A lot of cases against newspapers are clearly frivolous, clearly baseless."

The lawyer reminded publishers that their newspapers have developed a reputation in the community and with employees, which should be exploited.

"Consider a lawsuit for malicious prosecution," he counseled.

Another attorney, Arch Stokes of Stokes, Lazarus & Carmichael, Atlanta, contended that many labor disputes and court actions could be avoided if bosses would take a more

personal interest in employees — such as calling them by their correct names.

"If there is one single thread that runs through every single trial, administrative hearing or affidavit in labor cases, we get the same thing: 'he never knew my name,'" Stokes recalled.

"Pronounce their names correctly," he stated. "If his name is Kowalski, don't call him Ski. Ask all your employees this question: 'What is your name?' Before you discipline anybody, you should know two things about your employees: the name they prefer to be called and some idiosyncratic fact about them — do they like to fish, hunt or bowl?"

Stokes also advised management to publish employee-credible handbooks and "to be a leader among your people."

One of the fundamental tenets of being a leader is to admit your mis-

takes openly and honestly, he said. Employees unfamiliar with the economics of the newspaper business, Stokes continued, should be taught them.

"Use a simple and direct approach," he said. "Tell your employees how a newspaper is supposed to make money. It's fundamental to the product if your people say, 'We're a team and we're going to move together.'"

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A. Total No. Copies Printed (Net Press Run).....	28,671	29,157
B. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales .....	66	111
2. Mail subscription (Paid and/or requested) .....	24,681	24,888
C. Total Paid and/or Requested Circulation (Sum of 10B1 and 10B2) .....	24,747	24,999
D. Free Distribution by mail, carriers or other means. Samples, complimentary and other free copies.....	3,206	2,922
E. Total Distribution (Sum of C and D) .....	27,953	27,921
F. Copies not distributed		
1. Office use, left over, unaccounted, spoiled after printing.....	691	1,236
2. Returns from news agents .....	27	
G. Total Sum of E, F1 and F2—should equal net press run shown in A) .....	28,671	29,157

I certify that the statements made by me above are correct and complete.

Robert U. Brown, President



# Press Building flap

**Janitors' union members banned from entering National Press Club Building; some Press Club board members raise First Amendment concerns**

By George Garneau

Managers of the National Press Building, home of the National Press Club, have banned a janitors' union from setting foot in the building — prompting union plans to risk arrest by entering the building.

Donohoe Companies Inc., which manages the building, banned Service Employees International Union Local 525 and its supporters from the building as part of a concerted effort by real estate owners and managers to prevent the union from organizing 6,000 Washington janitors working in 110 buildings.

The union, calling the ban "illegal and unenforceable" has vowed to violate it Oct. 6 (as *E&P* went to press) by entering the press building.

"We have written Donohoe a telegram saying we will be there and if they want to attempt to enforce the ban to go ahead and do it — that we are prepared to be arrested," union organizer Jay Hessey said in an interview. He said up to 40 people might participate in defying "a clear attempt on the part of owners to try to squelch the organizing drive."

Donohoe vice president James M. Kernan told the union in a July letter anybody "connected with or on behalf of" the union who entered buildings owned or managed by Donohoe — including the NPB — would be prosecuted "to the fullest extent of the law" for criminal trespassing.

"The ultimate irony is that we are banned from entering the National Press Building to inform the press of our being banned," Hessey said.

He added that the union has asked Donohoe to rescind the orders, but the company did not respond. So the union decided to defy the ban and to go to court seeking a judge's order to halt its enforcement.

Andrew Mollison, chairman of National Press Building Corp., the National Press Club-controlled building's managing partner that contracted with Donohoe, said the day before the planned demonstration: "We don't take sides with either labor

or management in the dispute involving one of our contractors. We will make sure that both sides have full access to any news organization in the National Press Building."

Mollison, former Press Club president, said the union would be allowed access to the press building "to the same extent anybody can," and acknowledged that the building corporation knew Donohoe banned the union from the building in July.

"I haven't seen the press release, and I can't comment on it," said National Press Club president Lee Roderick, who recently traveled to South America to promote press freedom.

controlled by the National Press Club. As building manager, Donohoe contracts with Empire Building Service of Rockville, Md., to provide janitorial services.

"It's really not a squabble with us, it's a squabble with the people who hire the janitors," said Bill Hickman, president of the National Press Building Corp.

Hickman said the NPB was one of many hit by union organizing efforts. He referred questions to an attorney for the Apartment and Office Building Association, the real estate group opposing the janitor's organization.

Though the union wants to unionize 15 janitors who work in the press

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***"I'm embarrassed that we've threatened to arrest these people," said Douglas Turner, who sits on the board of the Press Club. "Surely the Press Club should not be associated with anything that looks like we're interfering with lawful organizing objectives."***

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"I'm embarrassed that we've threatened to arrest these people," said Douglas Turner, who sits on the board of the Press Club. "Surely the Press Club should not be associated with anything that looks like we're interfering with lawful organizing objectives."

He warned of possible charges of unfair labor practices.

John Peterson, a Press Club board member, said Donohoe officials "ought to be required to read the U.S. Constitution and Bill of Rights. I can't believe a private company has the right to block any U.S. citizen, as long as they are engaging in non-disruptive conduct, from a public building." He called it "particularly inappropriate" in the National Press Club Building.

Donohoe contracts to manage the National Press Building with its owner, the National Press Building Limited Partnership. It consists of limited partners who invested in the renovation of the building and, as general partner, the National Press Building Corp., which is owned and

building mostly at night, Hessey said it also seeks the public right to enter the building for other purposes. He said the union is trying to organize janitors who earn \$4.75 hour, the minimum wage for building maintenance under District of Columbia law.

As *E&P* went to press, journalists working in the National Press Building were getting bunches of press releases every day shoved under their doors, from far-right groups, far-left groups and far-out groups, but nothing from the union trying to organize janitors in Washington, D.C.

## O'Toole named new 4A's president

John O'Toole, who retired in 1985 as chairman of Foote, Cone & Belding Communications, has been named the new president of the American Association of Advertising Agencies.

O'Toole, who was 4A's chairman in 1984-5, will succeed outgoing president Leonard Matthews on Jan. 1.

# Tension at the Sun-Times

**Chicago Newspaper Guild, by a 145-4 vote, authorizes union leaders to call a strike; management says salary complaints are unjustified**

By Mark Fitzgerald

In the latest escalation of increasingly bitter labor negotiations, newsroom employees at the *Chicago Sun-Times* voted overwhelmingly to authorize their union leaders to call a strike.

By a vote of 145-4, members of the Chicago Newspaper Guild gave union leaders permission to call a strike but no date was set.

"We're disappointed that the Chicago Newspaper Guild has again convinced its members to vote a strike authorization," the Sun-Times said in a statement.

The statement from the newspaper's management added that editorial pay scales at the Sun-Times "are second only to the *New York Times*, with many staffers earning over \$50,000. The *Chicago Tribune* has reduced its costs and if we are to remain competitive, we must lower our costs."

The vote puts two sides on a collision course: a newsroom that is increasingly angry at a laundry list of management actions and a newspaper management that has undergone a major shakeup and whose financial condition is a matter of speculation.

Union officials said ham-handed negotiating tactics by newspaper executives had accelerated their own strategy.

Originally, the union had planned only a one-week byline boycott that would have begun Sept. 28.

Virtually every newsroom employee — 230 people, including such famous names as movie reviewer Roger Ebert and columnist Irv Kupcinet — signed forms to withhold their names.

However, the union said, management responded first by saying the union would not get employee support for the boycott and then by claiming the boycott violated the contract.

Like many Guild contracts, the Sun-Times contract says that bylines cannot be used "over that employee's protest."

If management hoped to sidetrack



Leonard Shaykin

the byline issue into the time-consuming grievance procedure — as the union charges — the tactic backfired.

"People were really [angered]," Guild unit chairman Tom Gibbons said. "Since we felt they were escalating this fight and that they were now themselves violating the contract, we saw that as a very strong challenge."

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***"We have said to them, 'If you're going through a financial crisis, open your books and demonstrate that crisis and we'll shoulder our responsibilities,' "***  
***Gibbons said.***

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If the union must walk, Gibbons said, it would rather do it during the fat season of holiday ads.

For months, the Guild has claimed the Sun-Times was stalling labor negotiations.

To get the newspaper to put economic proposals on the table, for example, the union threatened to stage its byline boycott on the day the much-ballyhooed redesigned Sunday Sun-Times was introduced.

When management did make its

proposal, however, the union, which is seeking a 7.5% wage increase, reacted with outrage.

Under the proposal, top minimum wages would be cut 15% in the first year of the contract; raised 10% from that in the second; and increased 5% in the third. The result, the union noted, would be that wages would not be restored to their 1988 level even after three years.

Three days before the Oct. 3 vote, the newspaper made a new proposal: Wages would be cut 10% the first year of the contract, increased 5% the second and reach current salary levels in the third.

In addition, the Sun-Times is asking for several other givebacks.

It wants to eliminate the 10% pay differential for night-shift work and severance pay. Twenty employees would become exempt from the contract. The paper wants a right to "suspend and fine" workers for disciplinary reasons and it wants to eliminate the payment reporters get when their articles are picked up by wire services.

On non-economic issues, the paper is proposing eliminating testing of VDTs. It also no longer wants to pay into a \$6,000 annual fund that the union can use for ergonomic changes.

And it wants a so-called "zipper clause" that would memorialize in the contract all agreements ever made between union and management outside the contract, for example in grievance procedure.

At the bargaining table, the newspaper has argued it simply cannot afford the Guild pay scale, which now pays a reporter a top minimum of \$866.04 weekly.

The union says the figures are somewhat misleading because bigger

papers with lower top minimums have considerably higher average wages than the Sun-Times.

Union members also say that management employees recently received pay raises of up to 4%.

They note that the newspaper willingly paid a reported \$2.5 million to former publisher Robert E. Page for his 10% stake (*E&P*, Aug. 13, P. 11).

The company also bought out a smaller stake from Page's wife Nancy Merrill Page, and his brother-in-law Paul K. Kelly.

Page's forced resignation highlighted the turmoil in the executive suites of the paper. The paper was purchased in a leverage buyout by an investor group led by New York investment banker Leonard Shaykin from Rupert Murdoch in June 1986 for \$145 million. Most — about \$130 million — of that was borrowed from Equitable Life Assurance Society of the United States.

Opinions vary whether revenues of the closely held Sun-Times are sufficient to handle debt service. Shaykin's office said he would not comment on the paper's finances.

However, the Sun-Times has not gone out of its way to discourage speculation that it cannot sustain the

debt.

A recent New York Times story, for example, quoted unnamed "former top insiders" as saying that pretax operating profit available for debt service amounted to \$6 million in 1986. Since interest costs on the \$130 million are probably about \$15 million a year, the paper would have had to double profitability in just two years.

However, union leader Gibbons argues that the paper may be more profitable than that. Page often said publicly that the Sun-Times was far more profitable than under the principal ownership of Marshall Field, who sold the paper to Murdoch.

According to Gibbons, who swore to this account in a deposition filed with National Labor Relations Board, Page once told him at a meeting in late 1986 that the paper was in fact 7.5 times more profitable than the last year that Field owned it. That pretax profit was \$3.2 million.

If that is correct, the newspaper then, at least, had an operating profit of \$24 million — \$9 million more than the annual interest payment.

"We have said to them, 'If you're going through a financial crisis, open your books and demonstrate that cri-

sis and we'll shoulder our responsibilities,'" Gibbons said.

"But don't come to me and say you are making a profit and you want more profit. All you are saying is, 'Help us pay off the mortgage,'" he said.

In many ways, however, union anger is fueled not so much by arguments over economic issues as what they say is frustration over what has happened to the Sun-Times.

"These guys, these New York moneylenders, aren't putting anything into the product — they are taking it out," Gibbons, the paper's legal affairs writer, said.

"They've decimated personnel, we're down basically 45 salaries in editorial," he continued. "They've basically eliminated travel. There is a smaller newshole.

"And when you have fewer people and fewer pages, you end up with a diminished product. Yet, I don't see these guys putting the money into better presses. No, they — the Murdochs, the Pages, the Shaykins — are taking the money to Australia or to Boston or to New York.

"What they are doing is killing a great Chicago institution."

## Shopping malls and the First Amendment

*Detention of reporter raises the question: Can mall security stop her from conducting interviews?*

By M.L. Stein

Diane Dietz, a reporter for the *Bellingham* (Wash.) *Herald*, recently started to interview mall shoppers for a reaction story about the Pacific National Exhibition in nearby Canada.

Instead, she wound up writing a piece about malls, examining their right to control soapbox orators, picketers, petition promoters, pamphleteers — and reporters.

The turnabout came after security personnel at Bellingham's new Bellis Fair Mall stopped her from questioning passers-by and took her to their office.

"I said, 'Just a minute until I finish my interview,' but they wouldn't even wait for that," Dietz recalled.

She was asked to sit for several minutes in the office until someone in authority arrived to determine whether she had a right to conduct

interviews on mall property.

"But I had a deadline and couldn't wait," she said. "Maybe I should have to see what would have happened."

have ruled that malls are "public forums," the modern-day day "functional equivalent" of the town square, where First Amendment free speech rights prevail.

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***Some courts, the reporter wrote, have ruled that malls are "public forums," the modern-day day "functional equivalent" of the town square, where First Amendment free speech rights prevail.***

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For her story, Dietz talked with media lawyers, mall operators, law enforcement officers and the American Civil Liberties Union and learned the right of mall owners to control activity on their property is a "developing area" of the law — an issue that has gone before courts in 15 states.

Some courts, the reporter wrote,

In 1981, the Washington state Supreme Court determined that supporters of a ballot initiative could, under the state constitution, solicit signatures in a mall in an "orderly fashion" that does not interfere with business activities.

Herald managing editor Jack Keith said Oct. 3 that the paper was taking  
*(Continued on page 44)*

# Media asked to promote the use of condoms

## New public service campaign by the Advertising Council

The Advertising Council Inc., the American Foundation for AIDS Research (AmFAR) and the National AIDS Network (NAN) have launched a national public service ad campaign promoting the use of condoms to help stop the spread of Acquired Immune Deficiency Syndrome.

The program includes four tv commercials, three radio ads, five print ads and outdoor and transit boards. They are produced in both English and Spanish.

"We recognize that this campaign may be controversial," Ad Council president Ruth Wooden said in a release. "However, 50 to 100 million people may become infected with the AIDS virus by 1991 and no one has ever been cured of AIDS. We developed this campaign because we feel that the time is now to deliver a strong message of prevention. The Ad Council firmly believes that this campaign can make a difference."

Scali, McCabe, Sloves Inc., the agency which produced the campaign, utilizes the theme, "Help stop AIDS. Use a condom."

Wooden, calling media commitment to the campaign "crucial," noted in the announcement that grants have been received from the

### ANY WOMAN WHO WANTS TO HAVE A BABY SHOULD USE THEM.

If you plan on having a child someday, you should be using latex condoms when you have sex now.

It's the best protection a sexually active woman has against the AIDS virus. A virus that has a 50-50 chance of passing from an infected mother to her child during pregnancy or birth.

And babies with AIDS rarely live to see their second birthday.

So take steps to make sure you don't get infected. Until you're ready to get pregnant, use a latex condom with spermicide.

Use them every time, from start to finish, according to the manufacturers' directions.

Don't make exceptions. And don't start next week or next month.

Because no matter when you plan on having your baby, you have to start being a good mother right now.



### HELP STOP AIDS. USE A CONDOM.



One of the print ads from the campaign promoting the use of condoms to help prevent the spread of AIDS.

American Council of Life Insurance and the Gannett Foundation for additional public relations and marketing activities directed at the media for the promotion of the AIDS campaign.

In a letter to the Ad Council, Arthur Ochs Sulzberger, chairman of the board of the New York Times Co. and

publisher of the *New York Times*, wrote, "The New York Times Company will support the Council's AIDS campaign by giving it exposure with the contribution of advertising space in the New York Times and space or time in its other newspapers, magazines, television, cable and radio properties. We strongly encourage others in the media to join in this effort."

Time Inc. Magazines president and CEO Reginald K. Brack Jr. also wrote of his company's support of the campaign "in the pages of several of our most appropriate magazines."

Paula Veale of the Ad Council noted that CBS has said it will air the new public service commercials after 9 p.m., and the ads have passed standards and practices at ABC and NBC although, when she spoke to *E&P*, they had made no commitment to air the ads.

The Ad Council has worked for two years developing this campaign on behalf of AmFAR, a leading source of private funding of grants for AIDS research, and NAN, a leading support agency for more than 550 organizations that provide community-based AIDS education and services.

## IN BRIEF

### Ad meeting slated for Manila in 1989

The second Third World Advertising and Marketing Congress is scheduled in Manila, Philippines, from Oct. 23-28, 1989.

The conference is slated to address such issues as the survival of multinational agencies in countries where the advertising industry is becoming more sophisticated and, conversely, the competitive success of national agencies against increasingly global clients; trends and implications of mergers and acquisitions; and the advertising agency of the future.

Inquiries on the conference can be addressed to: Mr. Antonio Mapa,

Philippine Tourism Regional Director, 565 Fifth Ave., New York, N.Y.; telephone, (212) 575-7915.

### Palm Beach Post joins VuText

Cox Enterprises Inc.'s 138,000-circulation *Palm Beach Post*, has become the 40th newspaper (the seventh from Florida) to go on line with Vu/Text Information Services Inc.

On-line editions date from Aug. 1. Latest editions are offered on a next-day basis. Coverage of area business includes manufacturing and agriculture, as well as construction, which employs 10% of the region's working adults.

### Texas daily shifts to morning cycle

The *Sherman (Texas) Democrat*, which has published weekday afternoons and once a weekend since 1879, became a morning publication on Oct. 3.

The *Democrat* will continue as a six-day newspaper.

### Cronkite to lecture at Univ. of Texas

The University of Texas at Austin announced that former CBS anchorman Walter Cronkite will teach journalism in a three-day stint beginning Oct. 17.



## Press Club ejects a reporter, hires an auditor

By George Garneau

The board of directors of the National Press Club, claiming privacy to discuss personnel matters, ejected a reporter from a board meeting during a report about hiring an auditor.

The board closed the meeting Sept. 26 saying the discussion "related to" personnel. It voted in closed session to hire an accounting firm for about \$35,000 to audit club finances.

"If I tell you how it relates to the personnel matter, it reveals the personnel matter," board chairwoman Kathryn Kahler said when asked how hiring an auditor affected personnel.

She acknowledged the board hired an auditor but refused four days later to name the firm, saying a letter had to be mailed first.

"I won't discuss the personnel matter," Kahler, a reporter with *Newhouse Newspapers*, said. "It's not strictly a financial matter."

Sources said privately the auditor was asked to review the performance of a club employee.

Other board members said Reznick Fedder & Silverman of Bethesda, Md., was hired as club auditor.

Before an *E&P* reporter, who is also a club member, was asked to leave, David Schuchat, member of a committee examining auditors, recommended Pannell Kerr Foster, a firm specializing in club accounting, whose \$15,000 estimate was less than

half of Reznick's.

Schuchat, whom the committee outvoted 3-1, raised the question of possible conflict, since Reznick also audits the National Press Building Corp., whose interests have clashed in the past with the club's.

to discuss personnel, but rarely to approve spending money. Since the press club is a private organization, it is not bound by sunshine laws.

Board member Doug Turner of the *Buffalo News* agreed to close the meeting but said later, "I think we

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**Board member Doug Turner of the Buffalo News agreed to close the meeting but said later, "I think we could use a little more sunshine around here."**

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Ken Daleki, chairman of the committee, said Reznick's proposal included more work than Pannell's, whose price was so low it was cheaper than last year's audit and, therefore, questionable. He said attorneys found no problem with Reznick's dual role, which makes sense because tax rules required a consolidated accounting of the club and the building.

Several board members of the private press club saw no problem approving club expenditures in a closed meeting if they involved "personnel."

"The board is not operating in the dark," Kahler asserted. She said the "only time" executive sessions are convened is to discuss personnel.

Sunshine laws frequently allow government bodies to close meetings

could use a little more sunshine around here."

He said press reports on club business have angered some board members.

After the meeting was reopened, board members said, the board voted 10-2 to raise dues about 3% for 4,400 members. Aimed to cover higher costs, the increases, scheduled for a membership vote Oct. 14, would cost regular active members an extra \$10 a year, or \$360. The cutoff age for reduced rates was lowered from 36 to 34. The last increase came in 1986.

The board voted to give its Fourth Estate Award for outstanding career journalist to David Broder, *Washington Post* reporter and columnist. A black-tie dinner was scheduled for Nov. 29.

## San Diego Guild members withhold bylines

Several Newspaper Guild members of the *San Diego Union* and the *San Diego Tribune* withheld their bylines from the Sept. 15 and 16 issues of the papers in connection with contract negotiations.

The contract between the Guild and the Union-Tribune Publishing Co. was terminated by the company on July 9, according to Ed Jahn, a Union reporter who is president of Guild Local 95.

The contract covered employees in editorial, advertising, circulation, photo, the phone room and other departments.

Jahn said 95% of Union staffers and 80% of the Tribune staff withheld bylines and credits during the two

days.

Herb Klein, editor and chief of the Copley Newspapers issued a statement saying, "It is the urgent hope of the Union-Tribune Publishing Co. that a new and fair contract may be agreed upon at the earliest possible date."

Klein added that "current management contract proposals would give editors the ability to determine byline practices, although individuals still could withhold use of their names on stories."

According to Jahn, management wants to eliminate the Guild shop and dues checkoff. He said that under the old contract 14 of 15 new hires must be Guild members.

Tribune editor Neil Morgan acknowledged that the two issues have been "placed on the table" by management.

Further negotiations are scheduled for early October, Jahn said.

## 100th anniversary

The *Noblesville (Ind.) Daily Ledger* celebrated its 100th year of publication with a special tabloid section distributed in its Sept. 29 edition.

The tabloid featured a comprehensive history of the newspaper and had stories focusing on each department's personnel and operations.

## IN BRIEF

### Salt Lake agency to expand facilities

The Newspaper Agency Corp., which handles printing and advertising for the *Salt Lake Tribune* and *Deseret News*, has announced a \$37-million expansion and modernization program.

The plan calls for remodeling the downtown plant by 1991 and going all-offset with the installation of new presses.

Currently the newspapers are printed by a hybrid system of letterpress and offset presses.

### Tighter preprint rule rejected by USPS

The U.S. Postal Service has issued new rules for advertising preprints in newspapers delivered by second-class mail, effective Dec. 18, 1988.

In issuing the rules, USPS reversed its original proposal to limit the number of pages allowed in advertising preprints, identified in the postal regulations as "supplements," to the number of pages in the newspaper's issue.

The American Newspaper Publishers Association had opposed the original proposal.

But the Postal Service did make some changes in its supplement rules:

- A supplement may not bear a third-class mailing permit.
- A supplement may not exceed the external dimensions of the host newspaper.
- No independent publication (identified by its own International Standard Serial of Book Number) may be a supplement.
- Materials that contain their own mastheads, such as a Sunday magazine, must carry the host newspaper's title on the front page.
- No product or product sample may travel as a newspaper supplement. Receipts and orders for subscriptions are exempted, but included under the restriction are products such as stationery, cassettes, floppy disks, merchandise samples, swatches of material, calendars (except for printed calendars of events) and envelopes carrying their own enclosures.
- Supplements must be combined with or inserted within a newspaper.

The Postal Service will not require newspaper preprints to carry "Supplement to . . ." language.

The Postal Service did adopt much tighter rules for magazines and other bound publications that restrict the use of polybags for enclosing advertising materials, such as requiring additional identification markings.

### Knight-Ridder predicts drop in earnings

Knight-Ridder Inc. indicated its third-quarter earnings will fall below last year's results when it announced that per share earnings in the period will be flat or slightly below the 57¢ achieved in last year's third quarter.

Knight-Ridder has been engaged in a stock repurchase program. Although it did not give a specific figure, the company said outstanding shares in the current quarter were less than the 59 million outstanding in the 1987 period.

Earnings per share being flat or down on less outstanding shares is a sign that KRI's net income for the quarter will be less than last year, when third-quarter net income was \$33.4 million on \$500.1 million in revenues.

KRI has experienced "shortfalls" in retail and national advertising revenues in both newspapers and broadcasting, said chief financial officer Robert F. Singleton. "Only classified advertising, which has been strong all year, was close to expectations in August."

### News artist's work on display

Thirty-two paintings and drawings by Rob Kemp, *Seattle Times*' award-winning news artist, were displayed recently at the city's Charles and Emma Frye Art Museum.

The exhibit, which ran from Sept. 7 to Oct. 2, featured work in connection with Kemp's assignments from 1986 to 1988, including the Calgary Winter Olympics.

Kemp has won 18 national awards from the Society of Newspaper Design and has been included in the awards annuals of *Communication Arts* and *Print* magazines.

In the museum display, Kemp's original art works hung side-by-side with tear sheets showing how they appeared in the newspaper.

### Most N.Y. judges allow cameras in courtrooms

Halfway through an 18-month test program allowing cameras in New York State courtrooms, results show judges have approved 88.6% of the requests for photo, video or audio coverage of proceedings.

As of mid-September, judges received 482 requests for camera or audio coverage and approved 427.

Chief Administrative Judge Albert Rosenblatt, who is evaluating the experiment, said allowing cameras and audio equipment in courtrooms has not disrupted the proceedings, as critics charged it would. However, Rosenblatt expressed disappointment that enabling proceedings to be photographed and taped has not resulted in more substantive stories.

The test program runs until May 31, and Rosenblatt said it was premature to discuss whether the program should be extended.

### Newspaper design bibliography is updated

Ed Henninger, assistant managing editor/graphics at the *Dayton (Ohio) Daily News*, has compiled a new edition of *A Bibliography for Newspaper Designers*.

The second edition, following the original by two years, lists more than 220 titles dealing with typography, design, layout, color, photography and production techniques.

It is free of charge and carries no copyright. A copy can be obtained from Henninger at the newspaper, 45 S. Ludlow St., Dayton, Ohio. His telephone number is (513) 225-2387.

### INF elects Norris as next president

David Norris, editor and publisher of the *Marshalltown Times Republican*, is the new president of the Iowa Newspaper Foundation.

Norris succeeds Verle Burgason, president of the *Ames Tribune*.

A. Richard Gross, former publisher of the *Council Bluffs Nonpareil*, has been elected vice president. Ed Sidey, publisher of the *Adair County Free Press* in Greenfield, has been named secretary-treasurer.

## Reporter takes to the streets with mayor

### Masquerade as homeless, but mayor is recognized when she is seen reading a newspaper financial section

By M.L. Stein

When San Diego Mayor Maureen O'Connor recently masqueraded as a homeless person on the streets, she had a companion.

Also dressed in old clothes and lugging a bedroll was *San Diego Tribune* reporter Alison DaRosa, who spent 48 hours doing what the mayor did: wandering the streets, eating at charity meal centers and sleeping in shelters and a seamy section of Balboa Park.

The pair also observed drug dealing, male prostitution, alcohol abuse, the mentally ill and what O'Connor described as "absolutely filthy" downtown streets.

DaRosa, an 11-year veteran of the *Tribune*, who normally shares a column with editor Neil Morgan, asked for the assignment, she told *E&P*.

A former City Hall reporter, DaRosa had known O'Connor was planning the incognito investigation and asked to go along.

Morgan agreed after being assured the mayor (and DaRosa) would be surreptitiously tailed by two undercover police detectives.

The reporter recalled that she meandered out of the detectives' view only once, but it was enough to convince her it wasn't a good idea.

"I strayed off to look at newsrack papers when a man yelled 'Hey, baby,' grabbed me by the arm and pulled me toward him," DaRosa said. "I managed to get loose and walked away real fast."

The mayor was recognized by three people: two homeless persons and a nun, DaRosa reported.

A nun, a longtime friend of O'Connor, saw her reading a newspaper at a homeless day care center.

"If you want to conceal your identity, you should know homeless women don't read the financial section," the nun advised.

In a front-page story, DaRosa quoted the mayor as saying, "It was a lifetime in 48 hours. No one could ever put in a memo what I have learned."

Soon after her experience, O'Connor



San Diego Mayor Maureen O'Connor (right) accompanied by San Diego Tribune reporter Alison DaRosa, spent 48 hours on the city's streets to gain insight into the problems of the homeless.

Photo by Barry Fitzsimmons

met with city manager John Lockwood to discuss ways of combating drug trafficking and putting more police in particular areas. She also met with the city's Alcohol and Drug Abuse Task Force to share her insight.

According to DaRosa, the mayor was surprised by the few police cars on downtown streets and planned to address the matter.

O'Connor and DaRosa's trek had an aftermath. The day after their charade they returned to the shelter that had housed them and identified themselves.

"The people there were really appreciative that the mayor cared enough about them to investigate," DaRosa stated. "They were touched that someone recognized they were alive."

## Ex-pressman charged with starting newsprint fire

A former *Orange County* (Calif.) *Register* pressman has been charged with setting a fire at the newspaper that ruined \$100,000 worth of newsprint.

The accused, Berend Mark Timmer, 23, of Anaheim, additionally was being investigated in connection with setting another county blaze at a

printing plant in Fullerton, where he also had worked.

Sharon Frank, a spokeswoman for the county fire department, said Timmer eluded security procedures at the *Register's* Santa Ana plant to enter the rolled newsprint storage area, where he allegedly set the fire Sept. 4.

(Continued on page 45)

### Cohen will head Simmons' division

Ellen Cohen, head of the Custom Media Studies division of Simmons Market Research Bureau, has been given responsibility for the company's newly consolidated media research activities and has been named president of Simmons' Media Studies Division.

Among her responsibilities will be the Simmons Study of Media and Markets. In addition to her prior responsibilities, Cohen, who has been with Simmons since 1979, is assuming the duties of Kay Wall, who moved to MRB Group, Simmons' parent company, where she will be responsible for implementing the transfer of research products and technology to other companies of the worldwide group.

### ClassSat to test classified ads on AD/SAT network

A new service, ClassSat, designed exclusively for classified display recruitment agencies, was slated to begin a three-month test with a portion of the AD/SAT network on Oct. 9.

Instead of each ad being transmitted separately, as is necessary with AD/SAT transmissions of national and retail advertising, ClassSat's operation provides grouping ads on pages to be transmitted to the individual newspapers on a set timetable.

There are 30 newspapers involved in the test of the new system, which involves a deadline sheet that lists the latest time an ad for each of the participating newspapers may be delivered to the AD/SAT Traffic Department. Immediately following the published deadline, ads for all agencies going to that newspaper are grouped on a page or pages and then transmitted together in time to meet the newspaper's established deadline for Sunday recruitment advertising. The test involves only ads beginning Sunday — when the majority of recruitment ads begin.

Newspapers participating in the ClassSat program are: the *Los Angeles Times*, *San Diego Tribune*, *San Francisco Chronicle* and *Examiner*, *San Jose Mercury News*, *Bridgeport Telegram*, *Greenwich Time*, *New Haven Register*, *Stam-*

*ford Advocate*, *Washington Post*, *Miami Herald*, *Chicago Sun-Times*, *Chicago Tribune*, *Baltimore Sun*, *Boston Globe*, *Detroit Free Press*, *Detroit News*, *Minneapolis Star Tribune*, *St. Louis Post-Dispatch*, *Philadelphia Inquirer*, *Asbury Park Press*, *Star Ledger*, *Record*, *Newsday*, *New York Daily News*, *Staten Island Advance*, *Westchester Rockland Newspapers*, *Cleveland Plain Dealer*, *Dallas Morning News*, *Houston Chronicle*, and *Houston Post*.

### Media General gets minority interest in SunCoast of Florida

Media General Inc., based in Richmond, Va., has acquired a 12.5% equity interest in the SunCoast Media Group of newspapers. Majority control of SunCoast continues to be held by Derek Dunn Rankin, the firm's president. The price was not disclosed.

SunCoast is a privately held company which publishes the daily *Charlotte Sun*, the triweekly *Venice Gondolier*, biweeklies in North Port and Englewood and weekly newspapers in Sarasota and DeSoto counties, all on Florida's west coast.

### Newspaper donates lasers

Phoenix Newspapers Inc. has donated three argon lasers valued at \$55,000 each to Patriot's Square, a new downtown park being developed.

The company, which publishes the *Arizona Republic* and the *Phoenix Gazette*, also is giving its spare parts inventory and a \$30,000 cooling system for the equipment, which had been used in the newspapers' production process.

When the park is completed this fall, the lasers will be projected on viewing screens and into the night sky. For 25¢, park visitors will be able to use a joystick to control the patterns and rotation of the lasers for 90 seconds.

### Annual photos of yearbook ready

The recently released *Best of Photojournalism/13*, an annual collection of award-winning images from

the 1987 Pictures of the Year competition, has more color pictures than ever before as well as improved readability.

The photo book was edited by Bob Lynn of the *Norfolk* (Va.) *Virginian-Pilot* and *Ledger-Star*.

The contest is co-sponsored by the National Press Photographers Association and the School of Journalism at the University of Missouri-Columbia, with a grant from Canon USA Inc. Additional equipment and materials were donated by Eastman Kodak Co., the National Geographic Society and Buhl Optical, Pittsburgh, Pa.

### Largest issue

The *Orange County* (Calif.) *Register* published its largest issue in its history Sept. 11 — 1,068 pages.

Contributing to the bulk were a magazine supplement, "The Answer Book," and two other special sections, "The Wedding Book" and "Olympic 88," the latter a joint effort with the *Korea Times*.

The glossy Answer Book contains articles, listings, charts and color photos concerning Orange County life.

### Booklet tells how papers get readers

"Success Stories: What 28 newspapers are doing to gain and retain readers," a 100-page illustrated booklet reporting what some U.S. and Canadian newspapers are doing to increase circulation and readership, has been released by the American Newspaper Publishers Association.

The booklet is a joint undertaking of the ANPA circulation and readership committee and the Newspaper Advertising Bureau's Future of Advertising's readership and retention task force.

### Dobbs promoted to executive v.p.

Warren Dobbs has been promoted to executive vice president of Simmons Syndicated Division. Prior to his promotion, Dobbs was senior vice president for six months, heading the division's agency/advertiser unit as general sales manager and manager of the Chicago office.

Dobbs joined Simmons over three years ago from his position as an account executive at N W Ayer.



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## Judge fines attorney for subpoenaing reporters' notes

In a rare ruling, an Oakland, Calif., judge fined an attorney \$1,500 for subpoenaing reporters' notes and videotapes without justification.

Superior Court Judge Jacqueline Taber suspended the fine but warned attorney Robert Bell that it will be reimposed if he again tries to subpoena news organizations without a judge's permission.

Bell represents Archie Fain, who is charged with several crimes, including the attempted rape of a teacher at a Montessori school.

Judge Tabor said there was a "total lack of justification" in Bell's subpoena attempts.

"You cannot run roughshod through the community and then walk away from it," she told the lawyer.

### McClatchy cleared in harassment legal action

McClatchy Newspapers was not at fault in the alleged sexual harassment by a former employee of two radio stations the company once owned, a Sacramento jury found.

But the jurors failed to reach a verdict on allegations against Paul Aaron, the stations' former director of broadcasting.

Patricia Walters, who was traffic coordinator and traffic director for stations KFBK-AM and KAER-FM, filed a \$1-million lawsuit in 1986, alleging that Aaron sexually harassed her and forced her out of her job.

McClatchy was named as a defendant along with Aaron because it owned the stations at the time. They have since been sold to Group W Broadcasting.

The jury's verdict on McClatchy was unanimous, but it split 6-6 on Aaron. A mistrial was declared on Aaron since at least a 9-3 decision is required in a civil case.

Walters' suit was one of five sexual harassment court actions against McClatchy and the two stations. Two were settled and two others are pending.

In connection with the verdict for McClatchy in the Walters' case, the company's attorney, Jim Meier, said: "We've contended all along that we had done everything in our power to handle the situation properly and obviously the jury found that we acted appropriately."

Bell had sought reporters' notes and videotapes of a news conference held by Hayward police, arguing that they contained information that would damage the testimony of a key witness against Fain.

Taber, however, retorted that the information in the notes would only corroborate the witness's testimony.

The subpoenas were aimed at the *Oakland Tribune*, *San Francisco Examiner*, the *Alameda Newspapers* and KTVU-TV.

Attorney Judith Epstein, who represented the media, said Bell acted in bad faith and asked Taber to impose sanctions and payment of \$1,700 in legal fees.

The subpoenas were Bell's second effort to get notes and video outtakes. His earlier request was denied by Municipal Court Judge Peggy Hora, who scolded him for wasting the court's time.

Epstein, of the Oakland firm of Crosby, Heafey, Roach & May, noted that Taber previously had

quashed Bell's subpoenas for *Alameda Newspapers*, the *San Francisco Chronicle* and KTVU, but he had refused to withdraw the subpoenas issued to the *Tribune* and *Examiner*.

Bell's failure to drop the other subpoenas showed bad faith, particularly when he already had lost on his first try, Epstein stated. "I think the judge did exactly what was necessary."

Dave Halvorsen, editor of *Alameda Newspapers*, hailed Taber's ruling, commenting: "The importance of this decision is the message it sends to lawyers around the state who are simply too lazy to do their own case preparation. So often we are confronted by unjustified subpoenas for the testimony of reporters and photographers."

Bell still faces possible sanctions against him by Judge Hora, who has charged him and another attorney with wasting her time during Fain's six-week preliminary hearing.

— M.L. Stein

## Ex-governor loses libel suit against Boston Globe

A Massachusetts Superior Court jury ruled that the *Boston Globe* did not libel former Gov. Edward J. King when a columnist wrote he had tried to influence a judge.

King had filed his \$3.6-million suit in 1982, alleging that two columnists and a political cartoonist had undermined his ability to govern by publishing false and malicious material about him.

Last year, the state's highest court threw out most of King's charges, but it recommended a trial to determine if a Nov. 8, 1981, column by David Farrell was libelous. (Farrell left the *Globe* in 1985 after a dispute in an unrelated incident.)

The column, relying on an unidentified source, said that King had called a judge and told him to change his sentencing decision in a gang rape case. The article implied King had demanded a stiffer sentence.

King and the judge, Herbert Abrams, denied that such a telephone conversation ever took place. Abrams said he had been in temple observing Yom Kippur when the alleged phone call was said to have been made.

Farrell's source was identified dur-

ing the trial as state treasurer Robert Q. Crane, who testified that he did not witness the call and could not remember how he had learned of it.

The jury's verdict stated that Farrell's column was inaccurate but not libelous because it did not "discredit [King] in the minds of any considerable and respectable class of the community."

King said he is considering an appeal.

In the past, King has stated he would run for governor again if he won his case, but he did not divulge his plans after the verdict was announced. King defeated Gov. Michael Dukakis, the Democratic nominee for president, in 1978 but lost his re-election bid against Dukakis in 1982.

### Gallup sold

The Gallup Organization, the renowned public opinion research company based in Princeton, N.J., has been sold for an undisclosed sum to Selection Research Inc., a Nebraska-based research and personnel testing company.

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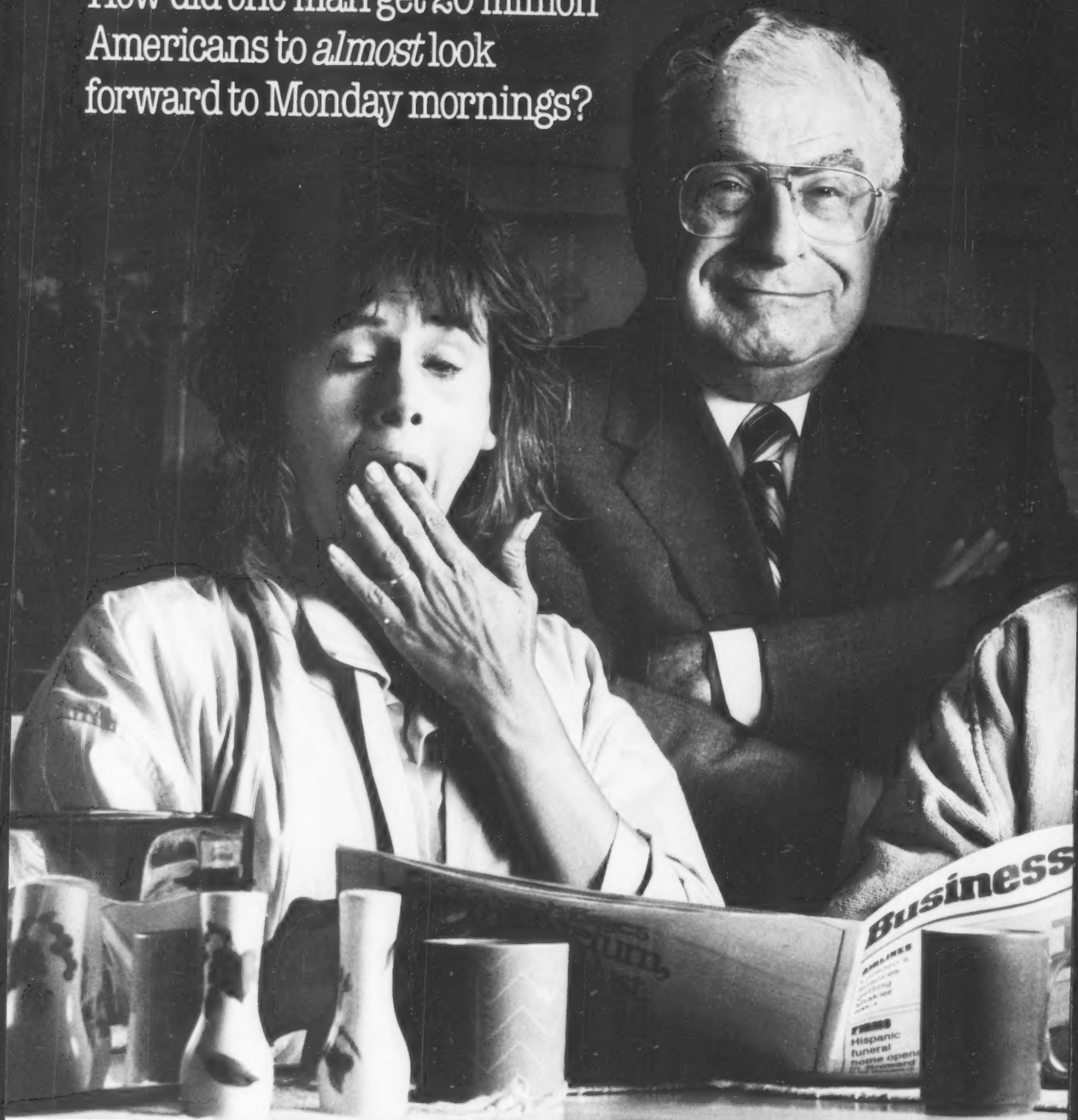
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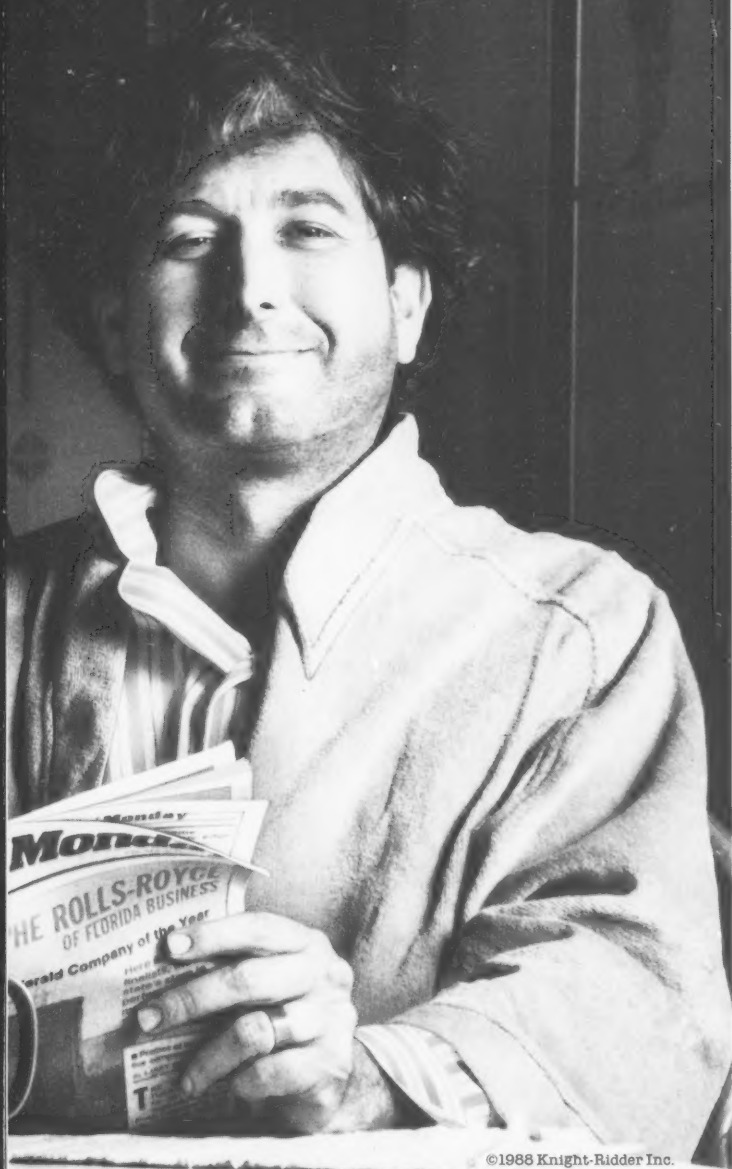


How did one man get 20 million  
Americans to *almost* look  
forward to Monday mornings?



# KNIGHT-

Knight-Ridder, which recorded its twelfth consecutive year of earnings per share growth in 1987, is a worldwide



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And doing it week after week, in *Business Monday*.

*Business Monday* was Larry Birger's obsession. To create a special section in Monday's newspaper that focused on hometown, regional business news and personal money matters.

*Business Monday* was launched in July, 1980 by Knight-Ridder's *Miami Herald*. Edited then and now by Larry Birger.

John Morton, one of Wall Street's leading analysts said, "Larry Birger changed the American newspaper business."

He did it with stories that offer rare insights into the intriguing dynamics of doing business in America. *Business Monday* covers careers, marketplaces, innovations and inventions. It explores the drive of the entrepreneur. While it captures the essence and the allure of making money.

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# - RIDDER

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### Paper's founder sues his partners

One of four founders of the *Reader* is suing his partners to force the sale of Chicago's most successful "alternative" weekly newspaper.

In a suit filed recently in Cook County Circuit Court, Thomas J. Rehwaldt asked the court to dissolve the two companies that publish the *Reader* and two other free-distribution alternative papers, the *Reader* of Los Angeles and *City Paper* of Washington, D.C.

Rehwaldt claims in the suit that the other three founders secretly "conspired" to fire him moments after a May 3 stockholders meeting after first getting Rehwaldt to agree to allow a portion of his dividend to be used to cover losses at the Los Angeles and D.C. papers. Rehwaldt had been treasurer of the companies and continues as an officer who owns 19.6% of the companies.

Rehwaldt said the other owners — editor and publisher Robert Roth; art director Robert E. McCamant; and advertising director Thomas K. Yoder — violated a 1971 oral "founders agreement" that each founder would have an active voice in the management and control of the *Reader* for as long as he wanted.

The successful Chicago *Reader* has been on the auction block before. Last fall, Leonard Stern, owner of the *Village Voice* in New York City, offered to buy it, but the deal fell through.

In March, a group, including some of the owners of the *Chicago Sun-Times*, had conversations about buying the *Reader* for \$24 million, but no offer was ever made.

In 1987, the *Sun-Times* reported, the three papers had revenues of \$11 million. About \$8.2 million of that was contributed by the *Chicago Reader*, the newspaper said.

### Memphis paper appeals secret jury questioning

The *Memphis* (Tenn.) *Commercial Appeal* is appealing a trial judge's ruling that he did nothing wrong when he secretly questioned potential jurors during empanelling.

Throughout federal Judge Odell Horton's questioning of potential jurors a loud static from a machine

played at the judge's request prevented other jurors — or the public — from hearing any of the exchanges.

"There was a buzzing sound in the background" that prevented the public from hearing the questioning, said Commercial Appeal managing editor Colleen Conant.

Attorneys for the Commercial Appeal and several local tv news outlets objected to the procedure, but Judge Horton ruled that it was "perfectly legal and done for the convenience of the court," Conant said.

Horton reasoned that the procedure did not amount to secret questioning because the exchanges would be publicly available after the jury was seated.

But the problem, Conant said, is that the transcript would take 30 days to be prepared and the press would have to buy it — at a cost she estimated at \$2,500.

Conant said the newspaper agreed to appeal the judge's ruling without stopping the trial.

"There is tremendous community interest in the trial and we didn't want to be accused of holding it up further," she said. The trial got under way about a year after charges were first filed.

On trial is Dana Kirk, the fired men's basketball coach at Memphis State University. Kirk is accused of tax evasion.

Kirk himself has filed a \$10-million libel suit against the Commercial Appeal and *Sports Illustrated* magazine, alleging that their coverage was responsible for many of his problems, including the trial.

### Publisher faces 60 days in jail

Bruce Anderson, the northern California publisher who punched a school superintendent during a board meeting, was acquitted of that charge but convicted of a second count of disturbing the peace and sentenced to 60 days in jail.

Anderson, who publishes the weekly *Anderson Valley Advertiser* in Booneville, remained free on \$5,000 bail while appealing the sentence.

He refused Justice Court Judge Vincent Lechowick's offer of 15 days in jail on a work-furlough program on condition that he publish an apology in his paper and not attend meetings of the Mendocino County Board of

Education for a year.

"That was clearly prior restraint under the First Amendment," Anderson told *E&P* in reference to the judge's offer. "He was trying to prevent me from covering school board meetings."

Anderson and his attorney, Karl Leipnik, considered the jury's verdict a victory.

"He was acquitted on the primary charge of assault and battery," Leipnik pointed out. Both charges are misdemeanors.

Anderson contended that Lewchowick handed him the stiffest sentence on a disturbing the peace conviction in the county's history.

"He didn't like the jury's verdict," Anderson added.

For several months Anderson has been writing stories alleging serious misconduct and misuse of public funds by the school administration.

The punching incident occurred last April. County school superintendent James Spence, who had been criticized by the board for his hiring practices, pointed to Anderson and said the hiring issue would not have arisen "except for the third-rate McCarthyite" in the audience.

A few minutes later, according to witnesses, Spence went to a drinking fountain where he was decked by Anderson during a scuffle.

Leipnik said the jury apparently determined that Anderson was not the aggressor in the incident.

Anderson vowed to continue the Advertiser's investigation of the school board whether he goes to jail or not.

If confined, he said, his son Zack, 22, a recent Harvard graduate, would publish the paper until his release.

### Congressman sues for \$1 million

A California congressman has filed a \$1-million libel suit against a San Francisco gay weekly over a reprinted memo that portrays him as unsympathetic to AIDS victims.

Rep. William E. Dannemeyer (R-Fullerton) called the memo published by the *Bay Area Reporter* "libelous trash" and said its "diabolical purpose" was to discredit him.

Also named as defendants in Dannemeyer's suit are Republican consultant Charles Rund and Rund's company, Charlton Research Group of San Francisco.

(Continued on page 45)



# Torstar, Southam agree to settle suit with government

## Arrangement would leave 1985 stock-swap in place

Torstar Corporation and Southam Inc. have agreed to a tentative settlement in a suit brought by a government official acting as advocate for aggrieved minority shareholders who challenged a 1985 stock-swap agreement between the two companies.

The suit was initiated by Frederick Sparling, an official with Canada's Consumer and Corporate Affairs Department, who charged that the stock-swap arrangement violated the rights of Southam's minority shareholders.

Under the arrangement, initiated when Southam was rumored to be a takeover target, Torstar wound up owning 22.4% of Southam's voting stock while Southam received a 30% non-voting interest in Southam.

The pact required Torstar to vote its shares in support of Southam directors and also contained a "standstill agreement" under which Torstar was prevented from increasing its Southam holdings until August 1995.

In the lawsuit, Sparling sought to have the stock-swap "unwound" and

standstill agreement nullified. He also sought the nullification of a voting trust agreement subsequently put in place by members of the Southam family that prevented them from voting individually.

ment on the proposed settlement. Southam is required to notify its shareholders that they have until Oct. 17 to register their desire to participate in the hearing, after which the court will decide whether to accept

---

**"This was a very complicated legal matter. Both parties believed it would be in the courts for years," said John Craig, Southam senior vice president, finance.**

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The tentative settlement leaves the stock-swap in place, but ends the requirement that Torstar must vote its shares in support of Southam nominees to the board. The proposed settlement also moves back the expiration of the standstill agreement by five years to June 30, 1990, and ends the voting trust agreement binding Southam family shareholders.

The Supreme Court of Ontario will hold a hearing Oct. 27 to give minority shareholders an opportunity to com-

the settlement.

"This was a very complicated legal matter. Both parties believed it would be in the courts for years," said John Craig, Southam senior vice president, finance.

The legal costs would be "significant" and the litigation would "tie up management for years," he continued. "We believed it would be in the best interests of the stockholders for management to be running the business."



## IN GEOGRAPHY

### Places in the News



**WEST BANK AND GAZA STRIP**  
Young Palestinian Arabs living here under Israeli rule have staged violent demonstrations demanding Israel's withdrawal from areas it has occupied for over 20 years.  
In 1967, Israel was invaded by its Arab neighbors. The West Bank and Gaza were captured during Israel's counterattack. In the years since, the "occupied territories" — home to some 650,000 Palestinians, about one-quarter of Israel's population — have been run by local Arab governments under strict Israeli supervision.  
Israel says it is willing to give the areas more autonomy, but it insists that continued occupation is essential to ensuring its own survival. Palestinian hard-liners say they will accept nothing less than an independent state. Israeli hard-liners demand the expatriation of all Palestinians.  
Israel says the West Bank is Jordan's problem. The area was originally Jordanian, and Jordan has run schools and hospitals, given massive aid and passports to inhabitants. But Jordan's King Hussein has now renounced all claim to the area. He says Israel must negotiate directly with the inhabitants, who say they are represented by the Palestine Liberation Organization. Israel regards the PLO as a terrorist group and will have nothing to do with it.

Americans know alarmingly little geography, according to a recent international Gallup survey. So NEA created PLACES IN THE NEWS, a weekly feature that locates the headlines. Each week it includes a map and background text of an area in the news.

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## NEWSPEOPLE IN THE NEWS

**DOUGLAS FEIDEN** has been named city editor of the *New York Post*, moving from City Hall bureau chief. Feiden currently is writing a book for Random House titled "Sleeping the Good Sleep: The Life and Times of John Joseph Gotti," for publication in 1990.

In other editing appointments announced by the Post, **MARC KALECH** was named night city editor and **DAVID NG**, day city editor. In an expanded role **FREDRIC DICKER**, state editor, will be doing special investigative reporting on city affairs in addition to his duties in Albany.

\* \* \*

**H. HUNTINGTON STEHLI** is the newly appointed director of planning, marketing information and measurements at the *Chicago Sun-Times*.

Most recently director of strategic planning, he joined the newspaper in 1979 as an assistant engineer in production and worked on installation, conversion and testing of presses, and designs for interior remodeling of the Sun-Times building.

\* \* \*

**JACK C. MORGAN**, publisher of the *Hanford* (Calif.) *Sentinel*, has been appointed publisher of the *Napa* (Calif.) *Register*.

With Scripps League Newspapers Inc. nearly 30 years, Morgan is vice president, Central-West operations of Scripps League.

\* \* \*

**BILL MURPHY Jr.**, previously advertising manager for the *Okmulgee* (Okla.) *Daily Times*, is now general manager of the *Holdenville* (Okla.) *Daily News*. Both papers are in the Donrey Media Group.

Murphy replaced **MICHAEL BUSH**, who transferred to Donrey's *Durant* (Okla.) *Daily Democrat* as circulation manager.



**ANN PODD** has joined the *New York Daily News* as business editor from the same position with *The Record* in Hackensack, N.J.

She is the first woman to serve as business editor of the *News* and will oversee all aspects of the financial and economic coverage including the *Business* sections and the daily *Money Pages*.

Earlier in her career, Podd was a business editor and reporter for the *Buffalo Courier-Express* and a reporter for the *Associated Press*.

### — NEWSPEOPLE EDITOR LENORA WILLIAMSON

**ROSEMARY CHURCHMAN** is now publisher of Adams Publishing of Costa Mesa, Inc., Calif., publisher of the *Orange Coast Daily Pilot* and weekly *Independent*.

Churchman was interim publisher of the two newspapers when their sale to Adams by Ingersoll Publications Co. became final on Aug. 25 and she was asked to continue as publisher.

Prior to California, she was regional controller for Ingersoll's Northeast newspaper group.

\* \* \*

**RICHARD SEAMAN** has been named assistant professor of journalism at Angelo State University, San Angelo, Texas.

Seaman served as managing editor of the *Abilene Reporter-News* and the *Austin American and Statesman* during his 33 years with newspapers, including five years with the *Wichita Falls Record News*.

\* \* \*

**BARBARA WHITE WALKER** has been named editor of the *Emporia* (Kan.) *Gazette* to fill the vacancy caused by the death of **KATHRINE K. WHITE** on Aug. 17.

Also, **RAY CALL** has been promoted from managing editor to executive editor.

\* \* \*

**JEANIE ENYART** has joined the Newspaper Advertising Bureau as telemarketing manager, classified advertising sales. Prior to the bureau, Enyart was in the classified department of the *Arizona Republic* and *Phoenix Gazette* for eight years in a variety of positions, most recently account development specialist.

**KATHERINE BOUTON** has joined the *New York Times* as an editor on the *Sunday Magazine*. She was formerly on the staff of *The New Yorker*. A graduate of Vassar College, Bouton has taught magazine writing at the Graduate School of Journalism at Columbia University.

Also, **CATHERINE MATHER** joined the *Times* as a picture desk person responsible primarily for the arts and weekend section. She was formerly deputy picture editor at *Sports Illustrated*.

\* \* \*

**B. GARY PETERSON**, copy desk chief of the *Fort Wayne News-Sentinel* the past two years, has been named assistant managing editor.

**PATTI TIMS**, a *News-Sentinel* copy editor for the past three years, moved up to Peterson's former post.

\* \* \*

**KIRSTIN DOWNEY** joined the *Washington Post* as a real estate reporter on the financial news desk, moving from the *San Jose Mercury News* where she covered residential and commercial real estate.

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**JOHN S. CARROLL**, executive vice president and editor of the Lexington (Ky.) Herald-Leader Co., is at Oxford University in England for the fall term participating in the Journalists' Fellowship Program modeled on the Nieman Fellowships at Harvard University.

Carroll, himself a Nieman Fellow in 1971-72, has been at the Herald-Leader since 1979 and recently was named executive vice president and editor of the Knight-Ridder paper.

He previously worked as city editor and metropolitan editor of the Philadelphia Inquirer and as a Baltimore Sun reporter.



**ROBERT R. ROUNCE**, most recently assistant controller of the *Pittsburgh Press*, has been named controller of the *Hartford Courant*.

Rounce, a certified public accountant, was with the Press eight years and also has worked at the accounting firm of Deloitte, Haskins & Sells.

\* \* \*

**JACK ROSS**, an 18-year veteran of the *Philadelphia Inquirer's* classified advertising department, has joined *Baltimore Sun* newspapers as classified advertising manager.

Ross joined the company when associate advertising director **JACK WITTMAN**, head of the department the past 40 years, announced his retirement.

Additionally, **DWIGHT HANNA** was promoted to sales manager, retail advertising, from advertising sales planning and development manager; and **VICKI KEMPER** was promoted to sales manager, classified advertising, from manager of outside sales and special projects.

\* \* \*

**JOHN PAVLIK** has been appointed associate director for technology studies at the Gannett Center for Media Studies at Columbia University. Formerly a communications professor at the Pennsylvania State University, he also will be in charge of the center's technology laboratory.

\* \* \*

**BRAD HAGSTROM** of the *Pensacola News Journal* has been promoted from retail account executive to retail advertising supervisor.

**BELAND HONDERICH**, an elder statesman in Canadian newspaper publishing, is stepping down after 22 years at the helm of the *Toronto Star*.

Honderich, who will be 70 years old in November and a 45-year veteran with the paper, is to remain chairman of the board of directors and of the executive committee of the parent company, Torstar Corp.

**DAVID GALLOWAY** and **DAVID JOLLEY** will share the post of chief executive officer of Torstar. Jolley becomes publisher of the Star and remains president of the newspaper division. Galloway will continue to oversee Harlequin Enterprises Ltd. They have worked together at Torstar for seven years and before that co-founded a consulting firm serving business and government.

Honderich began his career as a 14-year-old carrier and country correspondent for the *Kitchener-Waterloo Record*. He joined the Star in 1943 as a reporter and became editor-in-chief in 1955; president and publisher of the flagship paper in 1966 and Torstar chairman in 1977.

\* \* \*

**TERRY KINNEY**, assistant chief of bureau for the Associated Press in Columbus, Ohio, moved to chief of bureau in Charleston, W. Va.

**ANNE FITZHENRY**, a newswoman in the Baltimore bureau, has been named news editor for Maryland and Delaware; and **DOUG FISHER**, correspondent in Dayton, Ohio, is now correspondent in charge of the Providence, R.I., office.

\* \* \*

**DAVID J. PELLAND** has been appointed editor of the *Trumbull* (Conn.) *Times*, flagship of the Home-town Publications chain, from editor of the *Easton Courier*. Pelland earlier was a staff writer for the *Bridgeport* (Conn.) *Post-Telegram* newspapers.

**RICHARD L. PAPIERNIK**, former executive business editor and writer for the *Miami News*, is now executive business editor of the *Albany* (N.Y.) *Times Union*.

Papiernik first covered business as a writer for the News in 1983 and later served as aviation editor/writer and assistant to the business editor. Prior to the News, he was executive editor of the *Miami Review* and assistant to the editor-in-chief of Review Publications Inc.

Earlier, he was an investigative reporter for the *Philadelphia Inquirer* where he also held editing positions, and worked for the *Philadelphia Bulletin*, the *Burlington County Times*, Willingboro, N.J.; and the *Annapolis Evening Capital*.

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## OBITUARIES

**JOSEPH ASHLOCK**, 65, publisher of the weekly *Rosalia* (Wash.) *Citizen-Journal* from 1952 to 1978, died Sept. 29 at his home in Rosalia. After he sold the paper he continued to own a local print shop.

\* \* \*  
**ROBERT BEDINGFIELD**, 72, a business and financial news reporter and editor with the *New York Times* for 23 years before he retired in 1976, died of leukemia Sept. 11 at Addison Gilbert Hospital in Gloucester, Mass.

Prior to joining the *Times* in 1953, he had worked 16 years with the *Wall Street Journal*, where he started as a copy boy while attending New York University at night. He launched the *Journal's* Business Milestones column.

\* \* \*  
**BEVERLY G. ("BILL") BROWN**, 88, a retired reporter for the *Grand Rapids Press*, died Aug. 23 at Butterworth Hospital.

\* \* \*  
**BARBARA E. CARTER**, 63, former staff writer for *The Reporter* and author of several books, died Aug. 29 in Bronxville, N.Y., from complications of Lou Gehrig's disease, amyotrophic lateral sclerosis.

\* \* \*  
**LOUIS EFFRAT**, 78, a sports reporter for the *New York Times* for nearly 50 years, died Sept. 1 at a nursing home near his home in Royal Palm Beach, Fla. He recently suffered a heart attack.

\* \* \*  
**BARBARA JEAN EDDY**, 55, reporter and copy editor at the *Lakeville* (Conn.) *Journal*, died Aug. 21 after a brief illness.

\* \* \*  
**ALAN FISHER**, 75, a photographer and retired U.S. Foreign Service official, died Aug. 30 of a heart attack in his Sarasota, Fla., home.

He was a staff photographer for the *New York World-Telegram* in 1934-40 and then worked with the newspaper *PM* before going to South America in 1942 to cover the Latin American war effort for the U.S. government's Inter-American Affairs office. He subsequently was a correspondent with the Brazilian Expeditionary Force in Italy.

He joined the Foreign Service in 1945 and served in Rio de Janeiro, Paris and Saigon, and then moved to Washington, D.C., in 1960, heading domestic and foreign production divisions of the United States Information Agency. From 1966 until 1973 when he retired to Sarasota, Fisher was public affairs officer in the U.S. Consulate General's office in Sao Paulo, Brazil.

In retirement, he worked as weekend photographer for 10 years at the *Sarasota Journal* and taught photography at the Senior Friendship Centers.

\* \* \*  
**DONALD L. HEARN**, 65, former editor and writer for the late *Washington Daily News* who had been affiliated with *Roll Call* newspaper since 1972, died Sept. 23 at Capitol Hill Hospital of an aortic aneurysm.

After World War II service in the Army in Europe, he had worked for the Commerce Clearing House and then joined the *Daily News* in 1956. When the paper was purchased by the *Washington Star* in 1972, Hearn joined *Roll Call* as a columnist and worked on dining guides.

\* \* \*  
**GREGORY HEWLETT**, 80, founding publisher of the *Maplewood and South Orange* (N.J.) *News-Record*, died Sept. 12.

He most recently had resided in Stinson Beach, Calif.

He began his career in the '30s working for the Associated Press in

New York. During World War II, he served in China as an intelligence liaison and continued there until 1945.

Hewlett purchased the *News and Record* in 1946 and then merged them into the *News-Record* and served as editor and publisher until he sold the paper to publisher Walter Worrall in 1968. In the early '50s he purchased local papers in New Providence and Berkeley Heights and merged them to form *The Dispatch*.

\* \* \*  
**W.R. HIGGINBOTHAM**, 74, a former news executive and correspondent for United Press, died Sept. 21 at District of Columbia General Hospital.

He joined the Movietone news operation of United Press during World War II and became a vice president of 20th Century-Fox and was an editor of King Features Syndicate and a consultant for The New York Times News Service.

\* \* \*  
**FONS IANNELLI**, 71, whose photographs in the Pacific theater of World War II documented history, died Aug. 26 at Jersey City Medical Center.

At age 24, he joined the U.S. Navy photography group which recorded the naval war against Japan and his photographs were published eventually in "U.S. Navy War Photographs," a compilation exhibited in museums nationwide. In postwar years, he worked as a free-lance photographer for *Life* and other major magazines.

\* \* \*  
**HOWARD R. LONG**, 82, retired director of the School of Journalism at Southern Illinois University-Carbondale, died of pneumonia Aug. 30 in Columbia, Mo.

He directed SIUC's journalism program from 1953 through 1972 and then became fiscal manager of the college newspaper, the *Daily Egyptian*. He retired in 1974.

Long had earned four degrees at the University of Missouri, a bachelor's in journalism and in English, a master's in journalism and a Ph.D. in rural sociology.

After his baccalaureate in 1930, Long worked for the *Nicholas Republican*, Ridgewood, W. Va., the *Southwest American*, Fort Smith, Ark., and also the Associated Press. In 1934 he bought the weekly *Crane* (Mo.) *Chronicle*. He returned to the University of Missouri in 1940 and during 10 years there moved up to rank of professor and also managed the Missouri Press Association.

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**WILLIAM K. MACNAMARA III**, 43, news editor of the *Harrisburg* (Pa.) *Evening News*, died Sept. 10 as the result of injuries sustained in an auto accident near his home. His wife, Darcy, and two of their three children were seriously injured when their van was hit broadside by a truck as MacNamara was pulling onto the highway.

He had been with the *Patriot-News* since 1981 and prior to that was a reporter, photographer, and editor for the *York* (Pa.) *Sunday News* and the *Hanover Sun*. MacNamara served two tours of duty in Vietnam while with the U.S. Army Security Agency.

\* \* \*  
**J. POYNTER MCEVOY**, 80, retired professor of journalism at Indiana University, died Sept. 4 at his Bloomington home.

He taught journalism students for 26 years and retired in 1973 with the rank of professor emeritus. He started his career working for the *St. Petersburg Times*, which was headed by his uncle, Paul Poynter of the Hoosier newspaper family.

He worked at the *Hickory* (N.C.) *Daily Record* as advertising manager and joined the journalism faculty to teach business management, advertising and circulation and also served as business head of the *Daily Student* newspaper.

\* \* \*  
**HERBERT S. MICHAELS**, 69, educator, journalist and retired English professor at Holyoke (Mass.) Community College, died Sept. 1. In addition to writing and serving as editor of the *Holyoke Community College Journal*, he was founder of the Holyoke Community College Journalism Conference.

\* \* \*  
**HOWARD W. NASON**, 74, who was associated with newspaper and magazine publishing for over 50 years, died Aug. 27 at his home in Asheville, N.C., following a long illness.

He worked for several years with the *Glens Falls* (N.Y.) *Post-Star* before becoming co-publisher with his wife, Marilyn, of three trade magazines. At one time, Nason, his wife, two sons, a younger brother, and his mother-in-law and father-in-law were all employed in various departments of the *Post-Star*, accumulating some 120 years of combined service. At his death, Nason was publisher emeritus of *WNC Business Journal*, headquartered in Asheville.

\* \* \*  
**GORDON PATES**, 71, *San Francisco Chronicle* executive editor for two years and previously managing editor for 23 years, died Aug. 29 of cancer.

Pates started his career as a copy boy with the *Chronicle* in 1939 and retired in 1979.

\* \* \*  
**WAYNE PHILLIPS**, 63, a former reporter for the *New York Times* and later chief of public affairs in the Federal Department of Housing and Urban Development, died Sept. 5 of a degenerative disorder of the nervous system at the Tower Nursing Home, Charlottesville, Va.

Phillips worked for several newspapers before joining the *Times* in 1951, where he mainly covered housing and politics for 10 years. He moved to the Housing and Home Finance Agency as a special assistant to the administrator and then to Housing and Urban Development. He joined *Life* magazine and was director of special projects for the American Stock Exchange, before returning to government work in the Carter administration and retiring on disability in 1985 from the Merit System Protection Board.

\* \* \*  
**ROBERT S. POTTER**, 68, a director and former general counsel of Dow Jones & Company Inc. for 30 years, died Aug. 20. He retired from the New York law firm of Patterson, Belknap, Webb & Tyler as a partner in 1983 and as counsel in 1986.

\* \* \*  
**ANDREW RAGONA**, 79, director of advertising production and publication at the *New York Times* for two decades before retiring in 1974, died Sept. 6 of liver cancer at Mercy Hospital in Rockville Centre, L.I.

He worked at the *Times* 47 years, beginning as a night messenger and rose to production manager in 1943 and head of publication in 1955 and later taught at New York University's School of Retailing.

He had studied physical therapy at the university and during the Depression held two full-time jobs—

in charge of the physiotherapy department at Post-Graduate Hospital in daytime and as a clerk in the *Times* publication office at night.

\* \* \*  
**ENOCH SHENTON II**, 73, retired managing editor of the *Newport* (R.I.) *Daily News*, died Aug. 28 at home. After retiring from the newspaper in 1979, he taught journalism at the University of Rhode Island.

Shenton was a State House reporter and bureau chief for the *Manchester* (N.H.) *Union-Leader* prior to joining the *Concord* (N.H.) *Monitor* where he was city editor, editorial writer and managing editor. He moved to Newport in 1965.

\* \* \*  
**SAMUEL J. VACCARO**, 65, travel writer for the *Syracuse Herald-Journal/Herald American*, died Aug. 13 of cancer.

He joined the *Herald-Journal* in 1941 as a bureau correspondent and photographer. After enlisting in the Navy for three years in 1942, he returned to the paper as a reporter and later was promoted to assistant day editor and Sunday editor in charge of the *Sunday Empire Magazine*.

\* \* \*  
**JOHN F. WALSH JR.**, 80, former reporter, columnist and editorial writer for the *Reading* (Pa.) *Eagle*, died Aug. 28 in Reading Hospital. He retired in 1980.

\* \* \*  
**JEROME B. ZERBE**, 85, an author and art editor of *Parade* magazine in Cleveland in the '30s and a longtime photographer and editor for *Town & Country* magazine, died Aug. 19 in New York City after a long illness.

His photography chronicled cafe society in the '30s. In the '40s Hearst newspapers ran his photographs. He wrote features for the *New York Sunday Mirror* magazine until 1958 and a column for the *New York Journal-American*. From 1949 to 1974, he was society editor of *Town & Country*.

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## On the supply side . . . . .

**CROSFIELD ELECTRONICS INC.**, Glen Rock, N.J., has introduced the QuickView color preview monitor and PC. Scanner operators can visually check work in progress line by line as it is written to disk or as film is exposed. It also facilitates scanner use for inexperienced operators with its mouse and Windows environment. The scanner can also be driven by a tutorial menu system that utilizes the multibutton mouse. Crosfield suggests that because QuickView's floppy drive can store job set-up instructions, it may be a suitable alternative to a scanner upgrade.

The product is designed to check that the proper image is being scanned, that cropping parameters are being observed and that editorial set-up is suitable in order to avoid the expense of rescanning or subsequent processing. When the Crosfield 646 is in the "Multran" automatic multiple scanning mode, QuickView displays each image as it is scanned. QuickView can be used in conjunction with any Magnascan 600 scanner that functions at a compatible software level.

QuickView features positive image display for evaluation of color negatives to be scanned. Other features include a dot percent readout for selected picture areas, image zoom, rotation and lateral reversal (for display purposes), image cropping and full-color or single-color viewing.

\* \* \*  
**MACBETH DIV., KOLLMORGEN CORP.**, Newburgh, N.Y., will offer a new series of portable polarized densitometers beginning next year. The ColorChecker provides equivalent density measurements for both wet and dry inks.

It is said to be compatible with all other densitometers using polarized European-standard filters. Its automatic mode allows measuring of density, percent dot and percent trap. It is calibrated in manual mode, in which it measures print contrast and null density.

Features include "instant on," operation during charging, use with or without batteries, auto filter select mode that reads full dot area and works with a wide range of non-process inks. The contoured base has been designed for faster positioning on the target.

\* \* \*  
**DS AMERICA**, Rolling Meadows, Ill., will introduce in November its floor-model LD-381-Q microprocessor-controlled rapid-access film processor. Its film transport system is designed for high-volume transport of contact, line, daylight and scanner films up to 38" wide. The manufacturer rates the processor for 98 36" x 24" sheets per hour at a developing time of 30 seconds.

A separate film feeder allows the processor to be used for rewashing and drying film. The microcomputer's memory allows programming for best developing conditions. The computer manages developer and fixer temperature,

processing time and replenishment for processing consistency.

DS America is also offering its new SG-737 digital scanner with simplified programmed scanning. The helium-neon red-laser scanner offers random scanning for up to 16 originals during the same cycle. With a page make-up system, the scanner can input and output different jobs simultaneously.

\* \* \*  
**MAX DAETWYLER CORP.**, Hauppauge, N.Y., offers Swisscreen's four new laser-generated contact screens. They include screens matched to the full range of Fuji 2 film systems; an extremely low density contact scanner screen matched with Kodak Ultratec, AGFA Star, Fuji Grandex, Anitec Reprinted and 3M Accelerate Fast Access film systems; a range of screens for newspaper work customizable for all printing processes; and an exclusive "X" dot formation screen created by superimposing two different screen rulings and designed for ultra-high-quality facsimile reproduction.

The range of newspaper screens was developed in conjunction with several European newspapers that sought more and better color reproduction with fewer press problems, according to Daetwyler. The screens are tailored to a newspaper's production process. Screens for monochrome and color halftone work offer selectively adapted gradation curves based on the production process.

\* \* \*  
**ELECTRA PRODUCTS INC.**, Billerica, Mass., now offers the Chelgraph IBX imagesetter, a phototypesetter with CRT-based raster design with graphics capability and resolution of 2000 dpi. Image speed is given at 15" per minute, or about two 8½" x 11" pages, according to Electra.

The company says the imagesetter can be driven by virtually any front end and is compatible with desktop software. It outputs on photosensitive paper or positive and negative films. A proof printer can be configured as an integrated or stand-alone option.

The RIP allows creation of bit maps in real time, eliminating engine pauses and excessive buffering. The IBX uses the ACE input command language, with drivers for Xerox's Ventura Publisher, Digital Research's GEM, Microsoft Windows and Apple Computer's Macintosh. Translators are offered for conversion of CORA, Autologic APS and Monotype Lasercomp languages. A PostScript option is planned for availability later in the year.

The logo scanner option produces high-resolution logos using special software and PC hardware. Operators can scan in artwork, modify it on the PC and create a scalable font character automatically. Complete configurations begin at \$29,000.

## INS begins regular satellite transmissions of text

Independent Network Systems Inc. announced that the first regular satellite transmissions of text services to newspapers have begun.

Seven papers in five major cities are taking the 9600 Baud services

directly into their front-end systems.

News services and syndicates deliver a single feed to the INS operations center in New York for uplinking to GTE's GStar I satellite. INS retransmits data in a multiplex signal

at 19.2 Kbps to newspapers, where it is buffered by INS network controllers that feature port expanders. Data can then be passed to addressed newspapers' systems at speeds of 75  
(Continued on page 45)

## TECHNICAL BRIEFS

### Apple reprices some products

As of Sept. 12, some Apple Computer Inc. products were repriced "so they are more in line with today's market realities," according to sales and marketing senior vice president Charles M. Boesenberg.

The executive said that fulfillment of increasing demand forced the company to acquire recently scarce DRAM chips through "more costly channels."

Price increases, which had already affected memory expansion kits, are now applied to computers, external drives, monitors and printers. While the Macintosh Plus remains unchanged, prices for the SE and Mac II have risen between \$200 and \$1,100, depending on model and memory. The greatest increase was for the Mac II without hard disk, which rose 29%.

Other hefty increases were for LaserWriter IINTX 4MB memory expansion kit and LaserWriter IINT Controller Card (each up \$600) and for LaserWriter IINT and NTX models (each up \$400). Price for the LaserWriter IISC was unchanged. Monitor prices rose between \$20 and \$100.

### Former Muirhead directors buy Crosfield segment

The former directors of Muirhead Data Communications Ltd. and Muirhead Systems Ltd. have purchased part of Crosfield's communications business, which went to Crosfield when it bought Muirhead more than two years ago.

According to George A. Sinclair, chairman of The Sinclair Group of Companies, Crosfield sold its Weatherfax, Wirephoto and Viewfax business worldwide, as well as Group Band Modem products. This last does not include the 2610 Newsline. The purchase price of \$1.6 million included \$1.25 million in cash.

North American sales and service will be handled by Springfield, N.J.-based Sinclair Communications Inc. (Sinclair Imaging Systems is based in London, England). Sinclair develops, manufactures and markets various monochrome and color communications and imaging systems, including negative scanners, facsimile equip-

ment, picture desks and weather graphics transmission and display systems.

Sinclair also announced agreement with Monotype International for exclusive North American marketing of Monotype's second-generation electronic picture desk, ordered by Atex at Kodak's Electronic Pre-Press Systems Inc. and scheduled for installation at the *Boston Globe* and at Gannett properties.

According to Sinclair, first-generation units at 44 locations represent the largest installation base for picture desks for any manufacturer. It is said to store as many as 1,920 color images and host up to 16 terminals with 32 ports.

Already marketing the Hasselblad Dixel 2000 negative scanner to newspapers and news agencies, Sinclair has signed an agreement with Leaf Systems to market its Leafax 35 negative scanner "for non-newspaper/broadcasting applications." Sinclair also markets other Leaf Systems products.

Recent orders include those from Atex for negative scanners and wirephoto transmission systems in addition to the picture desk, from Gannett News Service for negative scanners, from Reuters for data compression equipment and from Ricoh Corp. for subsystems for the Telepress Transmission System going into several *USA Today* sites.

### DEC promotes Robert Farquhar

Digital Equipment Corp. has announced the promotion of Robert Farquhar from director to vice president of media industry marketing. He reports to Bob Hughes, service industry marketing vice president. Before joining DEC in 1986, Farquhar held managerial and editorial positions with the *Daily Oklahoman*, Oklahoma City.

DEC also announced more than \$3.3 billion in fourth-quarter revenues for the year ended July 2, a 25% rise over the same period the year before. Quarterly net income of \$401 million represented a 6% rise over 1987 figures for the same period. Per-share earnings of \$3.08 for the quarter compare with \$2.85 for the fourth quarter of fiscal 1987.

Fiscal 1988 showed operating revenues up 22% at almost \$11.5 billion. Net income rose 15% over the previous year to \$1.3 billion. Per-

share earnings rose from \$8.53 a year ago to \$9.90 for the year just ended.

Noting growth that outpaced that of the industry overall, DEC president Kenneth H. Olsen said it "reflects the growing number of large organizations around the world that are implementing Digital's enterprisewide computing solutions."

According to senior vice president John J. Shields, "non-U.S. revenues" accounted for half the year's overall business.

### CompuText relocates

Houston-based CompuText has announced relocation to its own building at 16866 Royal Crest Dr. (713/480-3494). The new address is directly behind NASA facilities in Clear Lake City.

### Compugraphic to continue selling CAPS system

Compugraphic Corp. announced it will continue to market, develop and support the Textet-based Compugraphic Automated Publishing System (CAPS) even though Textet will discontinue its publishing operations.

CAPS will be backed with Compugraphic software enhancements, new networking tools, custom engineering and support, according to a company statement.

Ongoing support for CAPS will be carried out through a newly formed Electronic Publishing System Division, operating as a separate business unit reporting directly to Compugraphic president Carl E. Dantas.

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### Computer clearinghouse shifts sites

The Clearinghouse on Computer-based Journalism, initiated at the University of Miami, has been moved to the University of Texas at Austin through arrangement with the American Newspaper Publishers Association Foundation, which funded its start-up.

It will be administered by Gale Wiley, assistant professor in the journalism department. Among other projects, Wiley is writing a book on basic news writing using personal computers.

The clearinghouse reviews and makes available to educators original software for the newsroom and business media, serves to link educators interested in developments in computers and publicizes new uses of existing products. ANPA will provide \$5,000 to establish the clearinghouse in Austin; the university will add \$3,900 in funding. The clearinghouse can be reached at (512) 471-1969 or -7708.

### RIT names associate dean

Rochester Institute of Technology has named Dr. Carole Sack associate dean of academic affairs at its College of Graphic Arts and Photography, the first such position at the college.

She moves from the same post at the College of Science. Sack holds degrees in education and zoology.

The college comprises schools of photography and printing, as well as the Center for Imaging Science,

which will be housed in a new \$8.5-million facility said to be the largest of its kind in North America. The teaching-research center, expected to open next year, will focus on emerging imaging technology. RIT plans to offer the country's first doctorate in imaging science.

RIT's conference, Imaging Connections, will explain the electronic integration of photography and printing Nov. 1-2. It is set up "to help decision-makers plan for the future," covering such areas as quality improvement, cost-cutting and greater efficiency. Demonstrations of specific technologies will be included.

"Our goal," said School of Printing Management and Sciences director Miles Southworth, "is to learn the technology of system components that promote compatibility among different pieces of equipment."

### Jervis Webb to build new plant in Mich.

The Jervis B. Webb Co. will begin building a 250,000-square-foot plant in Lyon, Mich.

It will consolidate Detroit and Wayne, Mich., operations that date from the 1920s. The 100-acre site is about 10 miles from its Farmington Hills headquarters.

Construction is expected to last about a year. The company said the new plant's 150 employees will be equal to staffing levels at the two existing manufacturing facilities when fully staffed.

The new plant will utilize material-handling equipment from five of the company's operating groups, including an automated storage/retrieval system, automatic guided vehicles, cranes and monorails, roller conveyors and computer control systems.

### Comtex offers new reports

Comtex Scientific Corp. has introduced Market NewsAlert and ExecuGrid on-line news products.

The first reports on more than 18,000 companies, listed and unlisted, keeping track of SEC filings, IPOs and other market information. ExecuGrid reports company news and market indexes for all NYSE-, AMEX- and NASDAQ-traded issues.

It also covers national and international news, business, economics, science and health and special events. Coverage for both products is kept on line for six months.

Comtex also announced that it has contracted with Agencia EFE, Spain's international news agency, to distribute its Latin American News as part of Comtex's NewsGrid service, which combines information from various news wires for coverage of business, domestic and world affairs, economic reports, sports and features. It is available through several on-line services.

Comtex had earlier announced an agreement whereby it will supply Telerate Systems Inc. with its OTC News Alert, which provides news on more than 16,000 NASDAQ and unlisted companies. The product is already carried by seven other services.

### Chemco will not distribute Hell Pressfax line

Chemco Technologies Inc. and Hell Graphic Systems announced they have discontinued negotiations for Chemco to become U.S. distributor for Hell's Pressfax product line.

Pricing and support costs associated with the product were cited in the announcement. Sales and support will be maintained by Hell.

### Prodigy begins videotex service

Prodigy Services Co., a joint venture of Sears, Roebuck & Co. and International Business Machines Corp., last month began its videotex service for owners of personal computers.

Offered initially in its test areas of Atlanta, San Francisco and Hartford, Conn., the service is expected to expand to other markets in California.

According to a *Wall Street Journal* report, software kits went out in late September to retailers that included ComputerLand and Radio Shack stores as well as Sears outlets. The *Journal* reported the kits priced at \$49.95, or \$149.95 with modem. A \$9.95 monthly charge is assessed after the third month, regardless of the volume of use, rather than a per-minute connection charge.

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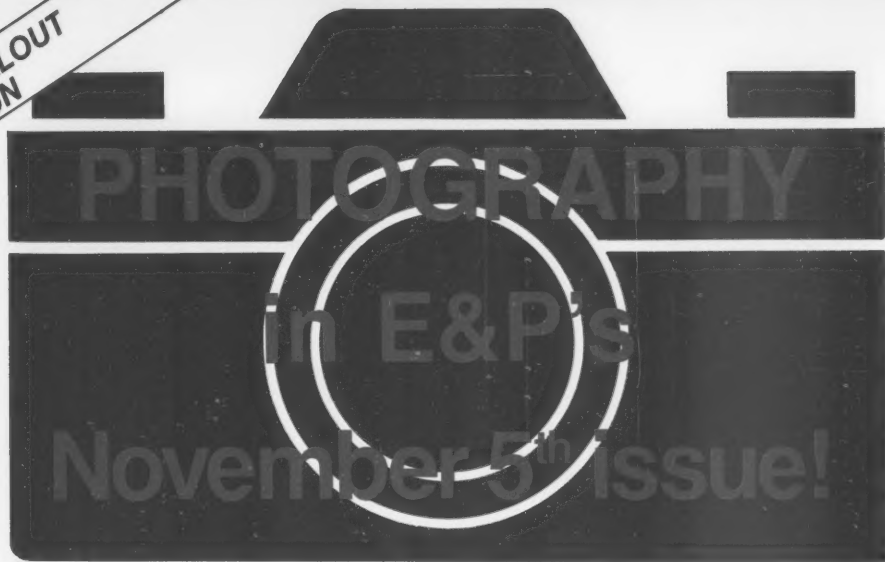
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A special pullout section in the November 5th issue will cover photography equipment from cameras (and the different types of film available) to stat and reduction machines. There is a lot of information that newspaper professionals from reporters to photographers, from editors to production managers need to be up-to-date on in the field of photography. E&P aims to help inform these professionals on all facets of the fascinating field of photography with the November 5th issue.

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## **Knight-Ridder to sell eight tv stations**

Knight-Ridder Inc. announced it intends to sell its eight broadcast television stations.

The move is intended to reduce the company's debt of more than \$900 million and enable it to concentrate on its core businesses of newspapers, electronic information and cable television.

Knight-Ridder recently spent \$353 million to acquire Dialog Information Services, the world's largest computer databank. Knight-Ridder owns the Commodity News Service and operates several other business and financial information services.

The company has also been expanding in cable television and newspapers, having paid \$300 million to acquire the Columbia State-Record Co. in 1986.

The eight stations include two CBS affiliates, KOLD-TV in Tucson and WKCR-TV in Norfolk, four ABC affiliates, WTEN-TV in Albany, WJRT-TV in Flint, Mich., WPRI-TV in Providence, R.I. and WKRN-TV in Nashville and two NBC affiliates, KTVY-TV in Oklahoma City and WALA-TV in Mobile.

Analysts estimated the tv stations, which account for about 5% of the company's revenues — which were \$544 million in the second quarter of this year — would sell for between \$350 million and \$400 million.

Knight-Ridder in 1986 acquired its tv stations in Tucson, Oklahoma City and Mobile for \$160 million from Gannett Co., which was reselling them after acquiring the Detroit Evening News Association for more than \$700 million.

## **Mistrial declared in Rowan case**

A mistrial was declared in the gun possession trial of syndicated columnist after the jury said it was unable to reach a verdict.

The vote was reported to be 9 to 3 in favor of acquittal. Rowan declined to comment when he left the courtroom.

Rowan was charged with unlawful possession of a firearm after a June 14 incident when he had shot and wounded in the arm a teen-age intruder in his home. The 18 year-old and his girlfriend had trespassed on

Rowan's property and went swimming in his pool.

When Rowan awakened to the disturbance, he took the weapon from out of his bedstand and went to investigate. Confronted by the youth, Rowan fired what he said was a warning shot but the bullet struck the teen-ager in his wrist.

Rowan was not charged with assault. The trespassing charges were dropped against the youth and his girlfriend after they agreed to perform 40 hours of community service.

Rowan said he was given the gun by his son, Carl Jr., a former FBI agent.

The columnist contended that he had not registered the gun because the police had told his son, that as a former law officer he was not required to register the weapon.

The case centered around whether Carl Jr. had adequately informed the police that the gun was being given to his father to use as protection after receiving death threats related to his column.

Rowan has been a longtime advocate of strict gun controls. The incident led to charges that Rowan was a hypocrite, but the pro-gun lobby rallied to his support.

## **Lawsuit dismissed**

A federal judge in Richmond on Oct. 3 granted Media General's motion to dismiss a lawsuit brought by a shareholder who contended the company's 1987 proxy statement was misleading.

Harvey M. Jasper, a New York shareholder, contended the proxy statement did not disclose that the Class B shares held by the Bryan family, which elected two-thirds of the nine-member board, were not for sale.

U.S. District Court Judge Richard Williams said Jasper had failed to show genuine issues of fact that are required for a jury trial.

## **N.C. daily adopts male courtesy titles**

The *News and Observer* and *Raleigh (N.C.) Times* have begun using courtesy titles for men in news and editorial pages.

The newspapers had already been

using courtesy titles for women.

The newspapers will continue the policy of not using courtesy titles in their sports pages.

Editorial director Claude Sitton said the newspapers had felt there was a "logical inconsistency" in using the titles for women and not for men.

"We hope that the use of such titles will underscore the respect and dignity that should mark our relationship with our readers and the subjects of our news stories," he said.

## **Reagan signs bill that prevents news cross-ownership**

President Reagan has signed into law Federal Communications Commission regulations preventing cross-ownership of newspapers and television stations in the same market.

The measure, part of a nearly \$15-billion appropriations bill, bars the FCC from changing its existing ban on cross-ownership.

Last year a similar measure, aimed at preventing Rupert Murdoch's ownership of newspapers and television stations in New York and Boston, drew publicity — and was rejected by a federal court — after the discovery that it had been quietly inserted into an omnibus spending bill and it affected Murdoch primarily.

Murdoch has since sold the *New York Post* and has said he plans to put his Boston television station into a trust.

## **Maine dailies raise home delivery price**

The *Lewiston (Maine) Sun* and *Journal* have raised seven-day home-delivery prices by 30¢ to \$2.60.

The weekday single-copy price for the dailies remains 35¢, but the Sunday single-copy price went up a quarter to \$1.

Mail subscription prices also were raised to \$109 from \$100 a year for Maine and New Hampshire and from \$149 to \$159 for outside those two states.

The newspapers also instituted a graduated profit structure for carriers which enables them to make a larger profit per customer the longer they've stayed on their routes.

The newspapers also improved the profit structure for delivery of the evening *Journal*.

## IN BRIEF

### Sweepstakes results in 438 new subscribers

A six-week "Social Security Sweepstakes" reader contest/circulation promotion conducted by the *Morgantown* (W. Va.) *Dominion Post* resulted in 19,000 entries and 438 new subscriptions.

To play, readers filled out an official entry blank listing their Social Security number and then either mailed or dropped off the form at the newspaper. A winning number was drawn each day and published in the next day's paper.

Each of 30 winners, selected Monday through Friday, received \$100. A grand prize winner, selected at the end of the promotion, received \$1,000.

Contest promotion ads appeared every day except Saturday, and full-page color ads ran every Wednesday and Sunday. All ads contained entry blanks and explained the rules of the contest.

Winners who came to the newspaper to collect their prizes were photographed and interviewed for stories featured in Sunday's paper.

A circulation promotion began at the same time as the contest, with one-third and one-half discount offers distributed through rack and dealer papers and other media sources. Carriers and motor route drivers solicited non-subscribers and district managers were assigned goals, all working toward special incentives.

The contest was marketed through radio spots, billboards, rack cards and dealer signs. Actual contest ads were placed in other area newspapers to reach markets where the *Dominion Post* has low penetration.

### Conn. students to vote in 'election'

Many Connecticut students will vote on Nov. 3 as part of a national Mock Election Day in the U.S.

The national event will be co-sponsored in Connecticut by the League of Women Voters and the *Hartford Courant* in cooperation with the *Stamford Advocate* and *Greenwich Time*. The Newspaper in Education departments are providing teacher materials and posters and, earlier this year, the *Courant* held an Election '88 Workshop for teachers statewide.

Over 1,300 schools in the state were

invited to participate by holding a mock election Nov. 3 when students can cast their special mock election ballots for candidates in the 1988 presidential election.

Local Leagues will tally the ballots and report them to the *Courant*. State results will be announced that afternoon in Hartford.

Time Inc., which recently announced its national sponsorship of the project, will release the nationwide ballot results from its New York City headquarters on the night of Nov. 3. All of Time Inc.'s magazines, including *Sports Illustrated*, *People* and *Life*, will run full-page ads urging participation.

### St. Louis P-D introduces business tab

After more than nine months of study, the *St. Louis Post-Dispatch* unveiled its weekly business tabloid, *Business Plus*, Sept. 12.

The first issue was 40 pages.

As part of the business section's introduction, the *Post* held a cocktail party for advertisers and a breakfast speech by *Washington Post* syndicated columnist George Will for business leaders in the area the week before the section's debut.

By using the tabloid format, *Business Plus* is a more direct competitor with *St. Louis*' weekly business paper, the *St. Louis Business Journal*, an eight-year-old tabloid owned by American City Business Journals.

The *St. Louis Business Journal*'s circulation is 17,800. The *Post*, owned by Pulitzer Publishing Co., has a daily circulation of more than 355,000.

Advertising rates for *Business Plus* are the same as the *Post*'s broadsheet rate, but through Dec. 5 ads appearing in the daily newspaper during the past seven days can be run again in *Business Plus* at a 35% discount to the regular ad rate.

Besides *Business Plus*, the *Post* also shifted its weekly food section from Wednesday to Monday Sept. 12. The weekly food section shifted to Monday primarily to attract weekly advertising inserts of *St. Louis*' largest grocery chain, Schnuck Markets Inc., said Nicholas Penniman, *Post* publisher.

The food section shift takes the *Post* food section out of direct competition with the *Suburban Journals* of *St. Louis*, a chain of free biweekly newspapers and a major source of

grocery advertising.

The *Suburban Journals* are owned by Ingersoll Newspapers Inc. More than 950,000 copies of the *Suburban Journal* are distributed on Wednesday and Friday.

*Business Plus* is the second section begun by the *Post* this year. In March, it began *Fashion West*, a zoned fashion section on broadsheet, distributed to subscribers in the more affluent west *St. Louis* County area.

— Ben Eubanks

### Methodology report is latest from NAB

The Newspaper Advertising Bureau has released the latest in a series of reports on its 1987 national update study of newspaper readership.

The latest report, titled "1987 Newspaper Readership Study: A Methodological Report," describes the sampling plan, field work, data processing and data analysis routines used by Response Analysis Corp., which carried out the study for the NAB. Copies of the questionnaires and other personal interview materials are included in an appendix.



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## They say that the comics are too white

**NFC speakers ask syndicates for an increase in minority characters and creators while also calling on newspapers to do their share**

By David Astor

Virtually every speaker at the Newspaper Feature Council's September 30 session on minorities in comics agreed that America's funny pages are too white.

And several NFC panel participants offered possible solutions to the problem — suggesting, for instance, that syndicates actively seek out minority cartoonists and encourage white cartoonists to put more minority characters in their comics.

There was also talk at the New York City meeting of setting up a task force to investigate the whole issue. In fact, the NFC did appoint a committee to develop a national contest for minority cartoonists.

NFC president/**Universal Press Syndicate** president John P. McMeel said the committee is expected to report back later this fall, and that the contest will probably be instituted for next year. A grant will be awarded to the winner.

"A contest on a national level would be a wonderful way to raise consciousness," said *Detroit Free Press* managing editor for features and business Marty Claus, whose paper held a successful local competition for minority cartoonists earlier this year (see *E&P*, July 2).

The *Detroit* newspaper has been in the forefront of efforts to improve minority representation in comics (see *E&P*, April 23, etc.). Indeed, *Free Press* publisher David Lawrence Jr. was the panel moderator.

Discussing the suggestion relating to what white cartoonists can do, panelist Claus noted: "Syndicate edi-



Susan Wilson

tors must continue to encourage their established cartoonists to include minorities in their comics. It's the easiest way to make a difference quickly, because newspaper editors don't have to buy whole new strips."

**Tribune Media Services** president and panelist Robert S. Reed said he would look into the possibility of getting more minority characters into comics such as "Dick Tracy" and "Annie."

Panelist Dennis R. Allen, who is vice president/editorial director at **King Features Syndicate** and **North America Syndicate** (NAS), noted that some minority characters do appear in story strips. But he said he has talked to his syndicates' continuity comic cartoonists, and that there will be more minority characters in the future.

*Grand Rapids* (Mich.) *Press* editor Mike Lloyd, in an article distributed at the NFC meeting, wrote: "Why doesn't Lois Flagston ever sell a house to a black couple? Isn't it strange that in all his years of medical practice, Rex Morgan has never healed a Hispanic? And how come no one in Dagwood Bumstead's office is black? Don't tell me Dagwood's boss Mr. Dithers is a bigot as well as a bully!"

But "Beetle Bailey"/"Hi and Lois" creator Mort Walker, speaking from the audience, noted that there can be parameters with minority characters. The *King* cartoonist recalled that when he was trying to develop a black character for "Beetle" a num-



Ray Billingsley

ber of years ago, he knew he couldn't make him as lazy as Beetle or as stupid as Zero.

A couple of other speakers agreed that some white cartoonists, syndicates, and newspapers are worried that putting minority characters in certain comical situations might offend minority readers.

"That's an excuse," responded Frank Hayden, chairman of the *Detroit* City Council's Youth Advisory Commission, which spurred the *Free Press* to begin its efforts to increase minority representation in comics. "We like laughing at ourselves as much as everyone else laughs at themselves. And why worry about offending blacks in comics when you don't worry about it on the news pages?"

Hayden said he is "offended every day" by newspapers that tend to only mention young blacks in stories about crack, other drugs, and various crimes. But when a white commits a crime, he added, the person's race is usually not cited.

**Los Angeles Times Syndicate** (LATS) president Lou Schwartz, also speaking from the audience, said he didn't think editors at major market newspapers would be that worried about offending readers.

Increasing minority representation in comics obviously also means more minority cartoonists, and "Curtis" creator Ray Billingsley said one way this might be achieved is having more minority editors at syndicates.

The panelist added that it would



David Lawrence Jr.



Frank Hayden

also help if some white syndicate editors were "more open" to the humor in comics submitted by minorities.

"Let's face it," said Billingsley. "We're all the same with only subtle differences. It's not true you have to live through it to relate to it. All people have things in common."

Allen added: "I feel 'Curtis' is not a 'black comic strip.' I think it's a family comic strip. I would not want editors to buy it simply because it's a 'black comic strip.'" Allen said "Curtis" is somewhat comparable in this respect to *The Cosby Show*, which he described as a series about "a middle-class or upper-middle-class family that happens to be black."

"The Family Circus" creator Bil Keane, another audience member, also talked about "universals" among people. The King cartoonist reported that whites and blacks write him letters commenting on how the (white) "Family Circus" characters remind them of their own families.

Keane, whose comic occasionally features minority kids, also used his remarks to welcome Billingsley to syndication. "Curtis" was introduced by King on October 3, and is selling well (see E&P, September 24).

Billingsley is one of the few black cartoonists in the history of syndication. He first did "Lookin' Fine" for United Feature Syndicate, and it lasted from 1980 to 1982. Then Billingsley developed several other comics over the next few years, but syndicates (including King) rejected them all.

"I became sort of disillusioned," recalled Billingsley. "I thought syndicates weren't looking for good work."

Then the cartoonist came up with the Curtis character while sleeping, and subsequently worked day and night for five weeks to develop a comic around him. Two years of "honing" the strip followed before "Curtis" made its debut.

"I hope this is the start of a new, major trend [of minority-created comics]," stated Billingsley.

But syndicates reportedly get few submissions from minority cartoonists to begin with, so several NFC



Marty Claus

session speakers offered recommendations that might remedy this.

Claus said syndicates could look for minority cartoonists who contribute to magazines, hold contests, and visit schools to talk about syndication and spot upcoming talent. On a more industrywide level, she suggested regional "how to become a syndicated cartoonist" seminars.

Universal vice president/editorial director Lee Salem said he and others at his syndicate visit schools and colleges to talk to students about cartooning careers.

NFC session speakers also noted that more minority youngsters might think about creating a comic if they saw more minority cartoonists and characters in the funnies.

Whether or not a minority youngster decides to become a cartoonist, seeing minorities on the comics page can help a kid's self-esteem.

"I have such a strong belief that young people need positive role models," said panelist Susan H. Wilson, who is assistant principal of F.C. Hammond Junior High School in Alexandria, Va. "They're seeing so many destructive images. We're losing these children. First- and second-graders are already discouraged about their lives and futures . . . Newspapers can do so much to create a positive environment in the community or a negative one."

But Walker (whose Lt. Flap was one of the first blacks to appear in a popular white-created strip) said "you don't see many positives on comics pages" — whatever the color of the characters. "To be funny, characters have to be failures," he declared.

Billingsley noted that there is a difference between poking fun at somebody and having fun with somebody. He added that his main aim with "Curtis" is to be humorous, but that the strip at the same time spotlights the positive qualities of "love, strong family ties, and friendship that are prevalent among minorities."

Wilson has done extensive research into the value of comics

All story photos by David Astor

characters as role models and teaching tools — and into the number of comics with minorities. She recently studied newspapers in America's 50 largest cities, and found few strips with black characters and fewer with Hispanics and other minorities (see E&P, April 23). This was true even in places — such as Hawaii and Washington, D.C. — with huge non-white populations.

Claus reported that the Free Press ombudsman counted the number of characters appearing in the paper's comic pages in a given month, and came up with 5,250 whites and 31 blacks — or .6% minorities. Detroit, observed Claus, is 63% black.

The Free Press this year has taken steps to rectify what Claus calls an "embarrassing" situation, but how many other newspapers are concerned about it?

Baltimore Evening Sun assistant managing editor-features/financial Michael Davis, who was in the NFC audience, pledged his support if a task force is formed on the minorities in comics issue. But are people like Claus and Davis representative of other newspaper editors?

(Continued on page 42)

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## SYNDICATES

(Continued from page 41)

"I once asked a syndicate salesperson if he had any minority strips, and he said no," noted Claus. "He said 'you're the only one who's asked me that question.'" Meaning, she observed, that "newspapers can't point fingers at syndicates without pointing at themselves."

"Our phones are not ringing off the hook [for minority-oriented comics]," commented Allen. "This does concern me."

Lawrence said many newspaper editors "pick comics to fit [their] definition of what the world looks like" — which is not necessarily the definition of many readers.

"I don't see any real urgency among most newspaper editors — or most people in syndicates — to accelerate the rate of progress," added Lawrence. "What everyone has to have is a heightened sense of urgency . . . ."

"Obviously, syndicates haven't been doing as much as they can in this area," commented Reed. "But we can't work in a vacuum anymore. We need to work with newspaper editors in the development stages [of minority-oriented comics]."

"A partnership is needed," agreed Schwartz, who noted that newspapers are already very much involved in developing and "helping pay the freight" for columnists.

"Syndicates respond to the marketplace," commented McMeel. "Newspaper editors should be involved in this."

Claus stated that newspapers might start asking syndicates for more minority-oriented comics if these papers were prodded by their readers to do so. She said readers could be asked to contact their newspapers for this purpose via local chapters of the National Urban League.

Many minority newspaper readers do not make their concerns known to newspapers because they feel they are powerless to change the editorial policies of "powerful white institutions," said *Creators Syndicate* president Richard S. Newcombe from the audience.

Newcombe offered an example of this from when he was at LATS several years ago. The *Detroit News* back then dropped Brumsic Brandon Jr.'s "Luther" comic even though it had finished second in a News reader survey, and the editor said he received no reader complaints about the action. Then Newcombe tried to sell the strip — which featured black characters — to the Free Press, but



Bil Keane

the paper didn't take it.

Newcombe said he believes the industry has "come far" since then on the minorities in comics question. The *Creators* president, for instance, cited the introduction of "The Middletons" by Ralph Dunagin and Dana Summers (see E&P, September 24) when he headed the old News America Syndicate.

"I think the syndicates may be doing a better job than perceived," stated Salem, citing "Curtis," the black characters in "Doodles" by Garry Trudeau of Universal, the Asian characters in "For Better or For Worse" by Lynn Johnston of Universal, the 23-year-old "Wee Pals" strip by Morrie Turner of NAS, and so on.

"Eventually, no doubt, there will be [more] successful minority cartoonists," added Salem, who noted that his syndicate is currently working with one now. "We [at Universal] showed it could be done with women cartoonists" — namely, Johnston and "Cathy" creator Cathy Guisewite.

In general, continued Salem, "comics pages tend to be more conservative than the times they're in. [Syndicate] editors and cartoonists are trying to liberalize them — not necessarily politically but culturally."

"Editors tend to be relatively conservative people," added Lawrence.

"Our view is that editors don't like to get complaints," said Salem. "They like the readership comics bring in, but not the complaints." But comics that may potentially elicit complaints also bring "excitement," said Salem.

Allen said King/NAS—which has a black associate comics editor—has an



John McMeel

"agenda" to try to increase its roster of minority creators, but declined to reveal its details because of the competitive nature of the syndicate business.

Speaking of "Wee Pals," Allen noted that it had a modest client list until the Rev. Dr. Martin Luther King Jr. was assassinated on April 4, 1968. Then the list doubled in a month. "Guilt," explained Allen.

Lawrence agreed that there has been some progress in the area of minority-oriented comics, but added that there's still a "long way to go."

"Characters in comics live in an almost totally white world," said the Free Press publisher. "In the rare instances when minorities do appear, they remain just that — minorities . . . . Where are the black strips operating within a predominantly black setting? Where are the Hispanic strips . . . ?"

"Much of the humor on the comics page is race-neutral. Why can't Hispanics, Asians, blacks, and Native Americans be the ones to go on a blind date, ask the boss for a raise . . . ?"

Lawrence said newspapers are doing a "lousy" job of reaching minority readers on the comics pages and in other sections. And, he added, a very large group is not being adequately served.

"Twenty-five percent of the people in the U.S. are minorities," Lawrence said. "They're the fastest-growing population. And 'minorities' are a majority of the world population."

Newspapers, he continued, "must" do better if they "care about being relevant to readers" and "reflecting the lives of readers."

Speaking of minority student readers, Wilson asked: "Are they seeing human beings that they can relate to in the comics? Are they going to continue reading the newspaper if they don't see them? Research in schools shows that they will not. If you were white, and you opened the paper and saw every comic character was black, would you continue reading that newspaper?"

Lawrence (whose views on minorities in comics also appear in E&P, August 13) commended the NFC for its "willingness to tackle this topic," and noted: "It's a matter of great importance to me and the business, and it's a matter of fairness."

"It's a terribly important issue," agreed McMeel.

Coverage of the September 30 Newspaper Features Council meeting will continue in next week's E&P.

# Ownership changes

Lee Enterprises Inc. has bought the assets of Dakota West Printing Inc. and Dakota West Publication Inc., two publishers located in Mandan, N.D.

The purchase includes the **Morton County and Mandan News**, a weekly newspaper, and **The Finder**, a shopper circulated in the Mandan-Bismarck area. Also included in the purchase is the **Dickinson Post**, a shopper in Dickinson, N.D.

\* \* \*

The **Washburn County Register** of Shell Lake, Wis., has been sold by John and Bernadette Friedell to Marc and Connie Parenteau of Crookston, Minn.

The sale was negotiated by John van der Linden, a broker in Spirit Lake, Iowa.

\* \* \*

The **West Lyon Herald** and **West Lyon Shopping News** of Inwood, Iowa, have been sold by Herald Printing Co., Inc., to a newly formed company, West Lyon Publishing Co. Inc., headed by Betty Dohman of Sioux Falls, S.D.

Newspaper broker John van der

Linden of Spirit Lake, Iowa, negotiated the sale.

\* \* \*

Two Idaho weekly newspapers and a magazine serving cable television viewers in the Idaho Falls area have been sold to Kenneth and Terry Carr of Montgomery, Texas, by Mr. and Mrs. Ralph Berenger.

The properties involved are the **Rigby Star**, **Shelley Pioneer** and **Cable Scene** magazine. The deal also includes a printing plant and commercial printing operation in Shelly and the **Shelley Advertiser**, a shopper.

Hicks Media Services of Buffalo, Wyo., handled the sale.

\* \* \*

The **Bainbridge Review** in Winslow, Wash., and the **Kitsap County Herald** in Poulsbo, Wash., have been sold by Verda M. Averill to Whidbey Press Inc., owned by Canadian David H. Black of Victoria, B.C.

The deal includes the **Kitsap Advertiser**.

Black now owns seven U.S. newspapers and 24 Canadian publications.

Dave Gauger of Gauger Media Services, Raymond, Wash., was the

broker in the transaction.

Victoria \* \* \*  
Gardner has sold the weekly **Sag Harbor Express** to Gardner Cowles III and Warren McDowell.

\* \* \*  
The **Walker County Messenger**, a twice-weekly newspaper in LaFayette, Ga., has been purchased by News Publishing of Rome, Ga.

The company acquired the stock of Walker County Newspapers Inc. from Boone Newspapers Inc. of Tuscaloosa, Ala.

News Publishing also publishes the daily **Rome** (Ga.) News Tribune; the **Calhoun** (Ga.) Times and the **Cedar-town** (Ga.) Standard, both weeklies; the **Rockmart Journal** and the **Cherokee County Herald**, in Centre, Ala., both weeklies; and several free-distribution papers.

Burgett Mooney III, president of News Publishing, said no changes are planned in personnel or policy at the LaFayette newspaper.

Boone Newspapers bought the Messenger in 1977 from the estate of Joe Hall and changed its frequency of publication from weekly to twice-weekly.

## IN BRIEF

### Print media get Shearson ad campaign

Shearson Lehman Hutton has unveiled a new advertising campaign featuring the first series of mini-interviews about world economic issues with former Secretary of State Henry Kissinger, investment banker John Templeton and Fred Smith, chairman and chief executive officer of Federal Express. Television newsmen Richard Valeriani conducted the interviews.

The television spots run 60 seconds, serve as "quasi-public service" messages by addressing national and international issues through advertising, noted Peter A. Cohen, chairman and ceo of Shearson Lehman Hutton.

Print ads are slated to run in the **Wall Street Journal**, **New York Times** and its Sunday magazine, **Barron's**, **Institutional Investor**, **Boston Globe**, **El Nueva Dia** in Puerto Rico, **Los**

**Angeles Times** and the **Washington Post**, as well as in **Fortune**, **Business Week**, **Manhattan Inc.** and **Caribbean Business**.

Edited transcripts of the full interviews will be made available to the public.

The ads were created by McCann-Erickson and media planning was done by Media Placement Services.

In addition, in late October-November, Shearson Lehman Hutton is running a separate campaign introducing its new statement and plans a special insert in the **New York Times Magazine** as well as **Business Week** and **Money** magazines.

### Ueberroth turns table on minority hiring issue

Major league baseball commissioner Peter Ueberroth, who frequently hears criticism about the

absence of blacks in high professional baseball league positions, used the issue himself against the press.

Speaking at the National Association of Black Journalists convention in St. Louis, Ueberroth defended baseball's minority recruiting efforts — and turned the questioning around.

Ueberroth noted criticism that blacks are in just two of the 20 baseball management positions that became vacant since former Dodger executive Al Campanis made his much-maligned remarks about blacks lacking the "necessities" to be managers.

"Hey, even the two out of 20, I'll stack that against [the number of] beat writers on baseball who are black," Ueberroth said to loud applause.

Apparently sensing a good line, Ueberroth repeated the thought several times.

"Get me some baseball beat writers who are black. I don't want to wait! Get me them now!" he shouted at one point.



## IN BRIEF

### INAME has training guide for ad execs

The International Newspaper Advertising and Marketing Executives has developed a training publication for daily newspaper advertising executives.

"Managing the Advertising Department" is a 300-page manual developed, reviewed and produced by INAME's Sales Training Committee.

Chapters include: sales management, hiring sales personnel, organizing and planning for sales, training the staff, promotion and research, sales controls, communications, effective sales calls, motivation of the staff, evaluation of the salesperson, compensation, budgeting for income and expenses, managers' in-basket exercise, stress and burnout, and a summary.

### Wall Street Journal now three sections

The *Wall Street Journal* began publishing in three sections on Monday, Oct. 3.

The first section, led by the Journal's familiar front page, emphasizes major economic and corporate news of the day, including news of the economy with economic indicators and forecasts, international pages with business and political coverage, the Leisure & Arts page, the editorial and op-ed pages and, on the back page, the Politics and Policy segment.

The second section, titled Market-place, includes marketing pages with news of advertising and the media, with broader emphasis on marketing strategies, as well as an Enterprise segment reporting on entrepreneurs and managers of smaller companies, Who's News pages, expanded coverage of law, technology and health, columns on management and careers, real estate, design, demographics, business travel and the Shop Talk column.

The new third section, titled Money and Investing, is a financial section for investors and business people with information on the markets and money. It includes the columns Your Money Matters, Abreast of the Market and Heard on the Street, expanded charts and graphics, improved stock tables, a new Mutual Fund Monitor, the new Insider Spotlight on insider trading, Data Banks

with statistical information on the financial markets and a daily table providing cross-rates of exchange in international currency trading.

### NAB releases study of shopping habits

A new Newspaper Advertising Bureau study has found that 46% of the days mentioned as shopping days were Monday through Thursday, compared with 20% for Friday, 25% for Saturday and only 8% for Sunday.

The results, published in "Seven Days of Opportunity: Women's Daily Buying Patterns," are based on a nationwide telephone sample of 1,896 women aged 18 and older.

Among the findings: 48% of all women in the U.S. shop for general merchandise in a two-week period; women decided to shop for 53% of the items shopped for on the day they actually went; those willing to change their shopping day because of retailer inducements tend to be younger and middle-class, more willing to plan their shopping and more price-oriented; 54% of the shopping for general merchandise occurs in the afternoon, compared with 26% in the morning and 20% in the evening; for most items, 55% of shoppers went to stores with which they were familiar; newspaper ads had a greater shopping influence than all other media combined; and about 40% of items were bought in the first store shopped on the first day shopping.

### Asbury Park Press' Springsteen contest gave trip to London

To help boost its single-copy sales, the *Asbury Park* (N.J.) *Press* sponsored a "Springsteen Sweepstakes," which offered a trip for two to London to see Bruce Springsteen at Wembley Stadium as part of the Amnesty International concert.

The sweepstakes — promoted for 14 days through a marketing campaign featuring in-paper ads, store signs and rack cards, a special promotional mailing to area radio stations and in-paper news articles — generated nearly 17,000 entries.

The winning entry was selected on stage at the Stone Pony, a local nightclub recognized as Springsteen's hometown club.

### Independent News plans move in Jan.

The Independent News Corp. plans to take residency in its new headquarters at the top of the *Kent County Daily Times* building in West Warwick, R.I., at the start of next year.

Independent News owns 21 publications nationwide, including the *Kent County Daily Times*, *Good Times*, *South County Spectator*, *Kent County Spectator* and *TV Facts*, all in Rhode Island; *Cruzan* magazine and *Good Times* in Santa Cruz, Calif. and 15 weeklies in Texas.

### Daily Local News adds a.m. edition

The *Daily Local News* of Chester County, Pa., planned to add a five-day-a-week a.m. edition to its p.m. product on Oct. 17.

Press run for the new morning product is 18,000 daily. It will be available in racks and newsstands only. The current p.m. edition, with a press run of 25,000, is available as a home-delivered product only. The *Sunday Local News* continues as both a newsstand and home-delivered product with a press run of 40,000.

The advertising theme of the new product — aimed at Chester County's morning commuters — was "Pick us up in the morning," and was promoted to the community through the use of a mobile billboard, radio spots and billboards located at commuter depots. Newly designed banners for delivery trucks, decals for stores and commuter coffee cups were also part of the advertising promotion.

A 10-week "Birthday Game" contest, featuring a \$500 weekly first prize, was instituted in conjunction with the new a.m. product to help boost circulation.

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## Malls

(Continued from page 15)

no legal action at the time, noting that a new mall manager had been appointed following the incident and that a change of policy was possible.

"We're playing it low key at this point, but we're not backing away from it. It's an important issue but logic is on our side and we must make sure they grant us public access."

## Shop Talk

(Continued from page 56)

"libraries," with books and articles on writing, have become popular courtesy of writing coaches. Among the works found in these areas are *Elements of Style* by Strunk and White; *How I Wrote the Story*, a *Providence Journal* publication; *Best Newspaper Writing*, a project of ASNE and the Poynter Institute, and articles written by coaches.

• The writing coach movement has generated a stronger interest, on the part of news staffers, to increase their own learning about writing.

In little more than 10 years, the writing coach movement has

impacted strongly on the newspaper's chief commodity — its writing.

The movement offers a special avenue of study for teachers because it represents the one area in American composition instruction where professionals teach professionals. The idea that mentors can bring writers to a higher plane of creativity and clarity implies that newspaper coaching work might be transferable to the formal classroom.

In fact, while three out of four coaches believe that the nation's educational system is failing in its attempts to teach writing, 99% believe there are implications in their coaching for traditional teachers of writing. The study indicates, too that coaches overwhelmingly endorse a stronger relationship between professional writers and those who teach

writing.

Newspapers and journalism organizations seeking opportunities to contribute to American education might consider the possibilities stemming from coaching.

Workshops, designed to show teachers how to coach writers and how to use journalistic techniques in teaching the writing process, could present the perfect initial opportunity for a newspaper-education joint venture.

More journalism schools might add coaches to their faculties.

Newspapers might consider sponsoring a "coach" for local schools.

Programs such as these will extend beyond the basic newspaper-school relationship; they will help strengthen language skills across the educational spectrum.

## Legal

(Continued from page 26)

Last Oct. 8, the Reporter reprinted part of a memo that apparently referred to a meeting on Proposition 102 on the November ballot in California.

The proposition, of which Dannemeyer is the chief supporter, would require doctors, blood banks and others to report to public health officials anyone they believe has been exposed to acquired immune deficiency syndrome or tested positive for the AIDS virus.

The alleged meeting took place Sept. 17, 1987, in the office of State Sen. John Doolittle. The memo purportedly described Dannemeyer's conduct at the session. It said: "He was terrifying, practically foaming at the mouth, anytime anyone made an even slightly sympathetic reference to people with AIDS. Someone like Dannemeyer is a live grenade on this issue and far too emotional to do any good. I fear that he would scare a lot of people." The memo was signed "C.R."

Rund told the *Sacramento Union* that he was not the author of the memo and did not attend the meeting in Doolittle's office.

In a Sacramento press conference, Dannemeyer declared: "When somebody creates something out of the whole cloth, I draw the line. I don't have to put up with this."

The lawsuit charged that the memo's language implies Dannemeyer as someone with "emotional instability, lack of compassion" and who is "possessed with a frightening effect on constituents."

Bay Area Reporter Bob Ross acknowledged the paper published the memo and that it stands by its story.

Ross termed the suit "frivolous"

## Knight Center holds nuke power course

In October, 22 reporters and editors from across the U.S. will study issues related to nuclear power at the Knight Center for Specialized Journalism at the University of Maryland, College Park.

The following journalists are slated to participate in the October class, "Nuclear Power from A to Z": Mark Berns, Associated Press, New York; Jennifer Andes, the *Oak Ridge*, Oak Ridge, Tenn.; Mitch Stacy, the *Gainsville Sun*; Ann Heler, the *Sacramento Union*; Victor Dricks, the *Phoenix Gazette*; Sue Morris, the *South Bend Tribune*; Mark Hammond, the *Schenectady Gazette*; Rose Venditti-McIver, the *Courier-Post*, Cherry Hill, N.J.; E. Patrick Springer, the *Forum*, Fargo, N.D.; Russell Clemmings, the *Fresno Bee*; Deborah Duffy, the *Hartford Courant*; David Staats, the *Albuquerque Journal*; David Lees, *Toronto Life*; Richard Holmes, the *Cape Cod Times*; Elouise Schumacher, the *Seattle Times*; Anne Stuart, the *Patriot Ledger*, Quincy, Mass.; Erin Hayes, WSMV-TV, Nashville; Dan Fiorucci, WTXF-TV, Philadelphia; Kevin Carmody, the *Beaumont Enterprise*; Geoffrey Mohan, the *Tampa Tribune*; David Vis, the *Press*, Pleasantville, N.J.; and Robert A. Fernandez, the *Akron Beacon Journal*.

## Fire

(Continued from page 19)

Four hundred rolls of newsprint were damaged by fire and water.

The fire was noticed at 4 a.m., and was under control in 25 minutes, it was reported. General Manager Dick Wallace said production was not affected.

Timmer worked for the Register from July 1982 to March 1984, according to the personnel department.

Register officials declined to say why he left the paper.

The Register fire was the third at the newspaper in four years, all in the newsprint storage area.

## INS

(Continued from page 34)

Baud to 19,200 Kbps, according to INS.

INS also announced an agreement with the Infographics division of North America Syndicate to transmit Macintosh-generated graphics by satellite. Using the ArtExpress service, graphics are delivered at 9600 Baud using the AppleTalk port, freeing the modem port for telephone connection. INS had already been sending graphics to many of the syndicate's 250-plus client papers, according to North America vice president Dennis R. Allen.

The Newhouse Newspaper network was established earlier this year, using ArtExpress to link Newhouse's Washington, D.C., bureau with Newhouse and Booth newspapers.

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John D. Rockefeller**

**HELP WANTED****ACADEMIC**

THE AMERICAN UNIVERSITY IN CAIRO invites applications for three faculty vacancies in the Department of Mass Communication: one to teach mass media writing, editing and design, ethics and responsibility, international communication, and theory and literature; the second to teach reporting, mass media writing, editing and design and to supervise the student newspaper. The third opening requires a person with competence in public relations and advertising to teach public relations, advertising, public information, theory and literature, and current issues. All courses are to be taught in English and are on the B.A. or M.A. level. Candidates must have at least the master's degree; Ph.D. is preferred. Teaching experience and substantial experience as a professional print journalist are required. Rank, salary based on qualifications and experience. Two-year appointments (renewal possible) begin September 1989. For expatriates, roundtrip air travel to Egypt for self and accompanying dependents, housing, and partial school fees for children are included. Write, with resume, to: Dean of the Faculty, The American University in Cairo, 866 United Nations Plaza, New York, NY 10017, preferably before January 1989.

**ACCOUNTING**

CONTROLLER WANTED - for small daily plus two medium-sized control circulation newspapers. Fully automated accounting department, newspaper experience essential. Excellent salary, incentive and fringes. Apply to Robert L. Carl, Publisher, Leader Newspapers, 111 North Isabel St., Glendale, CA 91209. Tel. (818) 241-4141.

**ADMINISTRATIVE**

ASSISTANT TO COMPANY PRESIDENT Hands-on, one-year internship for minority journalist with 3-5 years newsroom experience and commitment to a career in newspaper management. Intern will serve as assistant to company president in all aspects of news business. Salary commensurate with experience. Travel allowance. Application deadline December 1, 1988. Send resume, three letters of recommendation and a 500-word essay describing reasons for interest in internship to: Mr. Loren Ghiglione, President, Worcester County Newspapers, 25 Elm Street, Southbridge, MA 01550.

**CLASSIFIED AD MANAGER**

Large weekly publishing company in No. CA seeks aggressive sales manager. With proven success in phone room sales. Excellent compensation plus bonus package. Send resume to Box 3285, Editor & Publisher.

**CONTROLLER**

We are an aggressive, growing and well managed 100,000 plus daily and Sunday newspaper seeking a goal-oriented controller with a proven track record. Our controller, who reports to the chief financial officer, is responsible for managing a business department with 22 people, including four direct reports. The person we seek must be able to deal effectively with people as well as with numbers. We have high standards and are willing to pay for outstanding performance. We also offer growth potential with a rapidly expanding international newspaper group. Our community, New Haven, CT, is on beautiful Long Island sound. It's just an hour from New York, two hours from Boston. New Haven is also home of Yale and offers a broad range of cultural and recreational activities. Send cover letter and resume including salary history and requirements to Judith C. Fraser, Director of Human Resources, New Haven Register, 40 Sargent Drive, New Haven, CT 06511.

**PENN STATE****FACULTY POSITIONS**

The School of Communications at Penn State seeks four tenure-line and one fixed-term faculty members for the academic year 1989-1990. The School offers five undergraduate programs leading to the B.A. in Advertising, Broadcast/Cable, Film/Video, Journalism, and Mass Communications. At present, the school offers an M.A. in communications, and M.F.A. in film production and an interdisciplinary Ph.D. program. Total upper division undergraduate and graduate enrollment in the school is over 1,100. Normal teaching load is 4-5 courses per year. There are over 40 full-time equivalent faculty.

Founded in 1855, Penn State offers 172 baccalaureate and 25 associate degree majors throughout the system. The University Park Campus enrolls over 34,000 students and is located in the geographic center of the state with a further 30,000 enrolled at 21 other locations.

**POSITION 1: ADVERTISING**- Teach advertising principles, media planning, advertising research courses. Other teaching possibilities based on interest and expertise. Ph.D./professional experience or master's and five or more years of significant professional experience. Record of research and publication. Rank and salary are negotiable.

**POSITIONS 2, 3: FILM/VIDEO**- Teach intermediate and advanced film/video production, direction, and advanced production skills including cinematography and sound. Graduate degree in film and accomplishment of a body of creative work. Proven teaching ability. Professional experience desired. Rank and salary are negotiable. One position is a fixed-term, renewable annually.

**POSITIONS 4, 5: JOURNALISM**-Teach professional courses in print or broadcast newswriting/reporting and related areas. Applicants should also have an interest in ethics, law and/or history. Rank and salary are negotiable.

Send a letter describing qualifications/position interest, resume and 3 names of references to: **Dean, School of Communications, Penn State University, Box-1, 201 Carnegie Building, University Park, PA 16802.** Deadline for applications is November 1, 1988.

Please specify which position you are applying for--advertising, film/video or journalism--on your letter of application.

An Affirmative Action/Equal Opportunity Employer  
 Women and Minorities Encouraged to Apply

**HELP WANTED****ADMINISTRATIVE**

**CUSTOMER SERVICE MANAGER**  
The Alameda Newspaper Group is seeking a positive, energetic manager for its centralized customer service center. The successful candidate should be capable of leading a staff of phone representatives in our fast-paced, on-line automatic call distribution environment. Circulation experience helpful. Position reports directly to circulation information services manager. We are a growing group of newspapers in the exciting East Bay of San Francisco. Compensation package includes medical, dental, vision and 401(k) retirement. Send letter, resume, salary requirements to Alameda Newspaper Group, 116 W. Winton Ave., Hayward, CA 94544.

**DIRECTOR OF FINANCIAL APPLICATIONS**  
DATA SCIENCES, Inc. is a fast growing firm, providing computerized business systems for newspapers. We have a job opening to supervise and direct installations of our PAPERTRAK Business Systems throughout the USA, and consult directly with our clients regarding accounting needs and operations. Financial background is a must, newspaper experience a plus. Modest travel, lots of responsibility, good working environment in Washington, DC area. Send resume and cover letter to:

Data Sciences, Inc.  
8555 16th Street, Suite 401  
Silver Spring, MD 20910

**GENERAL MANAGEMENT** position will be open at the Ashland Times Gazette, Ashland, Ohio. Strong small-medium daily newspaper advertising and/or circulation background preferred. Salary depends on experience. Full benefit package. Send resumes to: Personnel Committee, Dix Newspapers, Draw D, Wooster, OH 44691.

**GENERAL MANAGER** for zone 3 suburban weekly. Experience preferred. Must be bright, honest, hardworking, aggressive in sales. Send resume, references and salary history to Nick Drewry, Kingston Newspapers, Inc., 11863 Kingston Pike, Farragut, TN 37922.

**NEWSPAPER GENERAL MANAGER**  
The Journal Times, a division of Lee Enterprises, Inc., is a 36,000 circulation, seven-day morning newspaper looking for a proven executive to join our staff as a general manager. You will report to the publisher and have reporting to you department heads including: production manager, promotion manager, controller, human resources manager, retail advertising manager, classified manager and circulation manager. As chief operating officer of the division, you will have day-to-day responsibility for the planning and leadership of an operation of 225 employees in a consultative management style where your department heads are actually involved in decision-making with you. A broad knowledge of all areas of newspaper operation is a must in addition to top-notch organization and administrative skills. You must be able to wear many hats and be comfortable as a problem solver, initiator and an inspector.

Lee Enterprises, Inc. offers an excellent base compensation and performance bonus in addition to an attractive benefit program. Resumes including a cover letter detailing your professional achievements should be sent in strictest confidence no later than Friday, October 14, 1988.

Robert A. Fusie, Publisher  
JOURNAL TIMES  
212 Fourth Street  
Racine, WI 53403  
Equal Opportunity Employer

**HELP WANTED****ADVERTISING**

**ADVERTISING EXECUTIVES**  
Brehm Communications, Inc. has immediate openings for sales and sales management, experienced in competitive markets. Join a growing company that affords opportunity and compensation limited only by your personal motivation. Send resume and cover letter to General Manager, BCI, PO Box 28429, San Diego, CA 92128.

**ADVERTISING MANAGER**  
The Patent Trader, the Community newspaper of northern Westchester, NY seeks energetic enterprising ad manager. Join one of the country's fastest growing newspaper chains. Send resume to Search, c/o Carll Tucker, Tucker Communications, PO Box 1000, Cross River, NY 10518.

**ADVERTISING DIRECTOR** - Neighbors - 9-Zone weekly publications of the Sacramento Bee seek AD strong on ideas, people skills and work ethic. Will lead 25-person department in one of the nation's fastest growing areas. Send resume, and references to Neighbors, Jim Dawson, Publisher, 3628 Madison Avenue, Suite 3, North Highlands, CA 95660. EOE.

**HELP WANTED****ADVERTISING**

**RETAIL MANAGER**  
We are looking for a pro capable of directing the activities of our hard-working retail staff. Must be well schooled in advertising sales, and have demonstrated strong leadership skills. Competitive market experience desirable.

If you are this special person, we can offer you above-average salary and bonus, unmatched growth potential, and an excellent benefit package with one of the nation's dominant newspaper groups. Midwest location.

Send resume in strictest confidence to Box 3165, Editor & Publisher.

**CLASSIFIED ADVERTISING MANAGER**  
Challenging career opportunity for a sales-oriented individual to manage, instruct, train and motivate a telephone sales staff. Strong organizational skills and leadership qualities important for a continuous sales program. Two years of classified management experience required. Knowledge of VDT/CRT systems helpful. Position offers salary incentive bonus and excellent benefits package. Please send resume with salary requirements in confidence to: Mrs. J. H. Eichman, VP/Personnel, The Central New Jersey Home News, 123 How Lane, New Brunswick, NJ 08903.

**HELP WANTED****ADVERTISING**

**ADVERTISING SALES**  
For twice-weekly in growing Northeastern Arizona community. Help us plan for major retailers coming next year. Send resume and salary requirements to Francie Payne, The Winslow Mail, PO Box AW, Winslow, AZ 86047.

**CLASSIFIED ASSISTANT MANAGER**  
New assistant classified manager position available at a daily paper with a circulation of 170,000 daily and 211,000 Sundays. An aggressive manager with 3-5 years of newspaper experience is needed. We are looking for a successful leader that can manage a classified staff of 60 along with motivating and training our team for future growth. Candidates must be strong in telephone sales management and have an extensive background in the supervision of outside sales reps. Leadership and motivational qualities along with management and training skills are a must. Knowledge of 10 key ATEX terminal and IBM PC will be beneficial. Candidate must be a take-charge individual with a proven success background. For the right individual, we offer excellent benefits with career growth and a salary range of \$40,000 plus depending on qualifications. Send resume to Personnel Dept., Austin American-Statesman, PO Box 670, Austin, TX 78767. Attn: Judi Winslow.

## Voice of America

# CURRENT AFFAIRS CHIEF

The *Voice of America* is seeking an individual with a broadcast management background and news/features experience in national and international affairs to serve as Chief of its Current Affairs Division. The position, which reports to *VOA's* Editor-in-Chief, includes responsibility for staff direction, editorial content and quality control of a broad range of material developed for broadcast in English and translation into other languages broadcast by *VOA*. This material includes documentary programs and panel discussions on topical issues as well as issues of long standing significance in such subject areas as: science, labor, economics, music, the performing arts, films, books, agriculture, urban affairs and education. In keeping with *VOA's* mission, the Division Chief ensures a balanced and comprehensive projection of significant American thoughts and institutions and ensures that the policies of the United States are presented clearly, effectively and with responsible discussion and opinion. The Division Chief must display creative and management skills to inspire and lead a staff of 40 plus in meeting the challenges of international broadcasting.

Salary ranges from \$54,907 to \$71,377 annually. Benefits include health and life insurance, an optional tax-deferred savings plan, and paid vacation, holidays and sick leave. U.S. citizenship is required.

The *Voice of America*, part of the United States Information Agency, broadcasts weekly in 43 languages to 130 million listeners, and is one of the world's most prestigious and authoritative international radio networks.

Send government employment application, (SF-171), or resume to:

**VOA, Office of Personnel**  
330 Independence Avenue, SW, Room 1543 (MD)  
Washington, DC 20547

Applications may be obtained from Office of Personnel Management regional offices, or by writing to us at the above address. Closing date for receipt of applications is October 28, 1988.

*VOA is an equal opportunity employer.*

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**HELP WANTED**

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**ADVERTISING****ADVERTISING DIRECTOR**

The Cape Cod Times, a 50,000 range morning and Sunday newspaper, a member of the Ottaway group, is seeking an experienced advertising executive to lead our 45-person sales team in a competitive growth market. Experience in both retail and classified, as well as TMC, is helpful. We seek an individual with proven human relations and motivational skills who can inspire by example. This is a new position which offers a good salary and a fine benefits program, plus Cape Cod for year-round living. Send cover letter, resume, and salary history to: Scott Hirstead, Publisher, Cape Cod Times, 319 Main St., Hyannis, MA 02601.

**RETAIL ADVERTISING MANAGER**

7-day, 32,000 morning daily in Zone 4 has an immediate opening for an individual who's in newspaper advertising sales management and desires to move up to a larger paper. The candidate we're looking for will possess a high level of desire and drive to accomplish, leadership by example qualities, well organized to carry an account list and a belief in success in selling special sections. If you're the person who wants to succeed and willing to put time and effort into the task, please send resume and salary requirements to Box 3281, Editor & Publisher.

**ART/GRAPHICS****INFORMATIONAL GRAPHICS**

USA TODAY seeks experienced Macintosh specialist to execute daily, breaking news graphics on 3PM to 11PM shifts. You'll work as a member of a 41-person graphics and photography department at a newspaper most committed to excellence and graphics. New facilities, excellent working conditions. Prefer BS degree with 3 to 5 years experience. Minorities and women especially encouraged to apply. Please submit resume and work samples to USA TODAY, PO Box 500-RC, Washington, DC 20044. EOE.

**CIRCULATION****CIRCULATION MANAGER**

Indiana Daily newspaper seeks experienced person in circulation. Must have strong skills in sales and working with carriers and motor route drivers. Strong management skills a must. Send resume and salary requirements to Box 3266, Editor & Publisher.

**CIRCULATION MANAGER**

Group of weeklies in Zone 5. Total circulation 90,000. Experience needed in youth carriers, adult crews, mail, newsstand sales and computers. Must be strong in promotion and sales. Send resume and salary requirements to Box 3079, Editor & Publisher.

**CIRCULATION SALES MANAGER**

The News-Press, located in beautiful Southwest Florida, is seeking an aggressive, creative, and energetic manager. If selected, you will oversee a large telemarketing program in one of the fastest growth markets in the country, be involved in direct response sales and develop and implement single copy marketing plans. NIE and budgeting experience required. We offer a competitive salary of between \$30,000 and \$40,000 plus bonus incentive and an outstanding benefits package. If interested, send your resume to Jo-Ann Bradley, Human Resources Director, News-Press, 2442 Anderson Ave., Fort Myers, FL 33901.

WEST COAST metro seeking customer service manager. Reports directly to circulation director. Excellent salary and benefit package. Box 3274, Editor & Publisher.

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**HELP WANTED**

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**CIRCULATION****HOME DELIVERY MANAGER**

If you are looking for a new challenge, this is an opportunity you cannot afford to miss. We are a competitive metro in Zone 9, and hold the No. 1 position in the fastest growing metropolitan market in the nation. We currently have several positions available for home delivery Division Managers. These positions are directly responsible for the supervision of our home delivery independent contractors. Must be street wise in sales, service and collections, and know how to run a dealership. Knowledge of computerized circulation functions helpful. \$25,000.00 to start, plus generous commission and benefits packages. Send full resume of background and experience to Box 3293, Editor & Publisher.

**CIRCULATION MANAGER**

Progressive northeast group of weeklies seeks strong no.2 person reporting to circulation director. Knowledge of mail, single copy, ABC, etc. Must have track record and be people-oriented. Great potential. Send resume and salary requirements to Box 3288, Editor & Publisher.

**UNDERUSED? UNDERVALUED?  
UNDERRATED?**

Upstart daily in spectacular Finger Lakes region seeks a CIRCULATION MANAGER out to prove just what can be done with a prize-winning 17,000-daily in a lively, 20,000-plus market when handed the room, the resources and the support of a cheer-leading publisher who knows doing things the safe old way isn't the way to the top. Resume to the Publisher, The Citizen, 25 Dill St., Auburn, NY 13021.

**EDITORIAL****ASSISTANT SPORTS EDITOR**

15,000 PM Georgia daily. Experience in desk work, layout and 35 mm photography. Salary commensurate with ability, experience and zeal for work. Send resume, clips to Jack Williams III, Waycross Journal Herald, PO Box 219, Waycross, GA 31502.

**BUSINESS REPORTERS**

Real estate and retail/small business reporters for the Philadelphia Business Journal, a weekly specialty newspaper that takes its news responsibilities seriously. Candidates must have at least 3 to 5 years reporting experience in daily newspaper business/finance department. We want aggressive reporters who can routinely work these critical beats for breaking news with depth, plus provide insightful analysis and trend pieces. Salary commensurate with experience and abilities. Send cover letter, resume and clips to Editor Dominic Cappa, Philadelphia Business Journal, 718 Arch St., Suite 6N, Philadelphia, PA 19106.

**BUSINESS EDITOR**

The Lansing State Journal is seeking an experienced editor to direct business coverage at an award-winning newspaper in a vibrant and growing university and state capital community. We are looking for a creative editor with strong leadership skills and knack for planning. Top pay, great opportunity for advancement with a Gannett newspaper. Send resume and clips to Tom Callinan, Editor, Lansing State Journal, 120 E. Lenawee, Lansing, MI 48919.

AWARD WINNING, 40,000 daily - 45,000 Sunday, seeks vibrant managing editor with leadership and editing abilities. Five years management experience. Send resumes to Gerald Guy, Tribune Chronicle, 240 Franklin Street, Warren, OH 44482.

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**CLASSIFIED ADVERTISING**  
**Order Blank**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

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Classification \_\_\_\_\_

Authorized Signature \_\_\_\_\_

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\_\_\_\_\_**CLASSIFIED ADVERTISING RATES**

Effective January 1, 1988

**LINE ADS**

1 week — \$5.80 per line

2 weeks — \$5.15 per line, per issue.

3 weeks — \$4.30 per line, per issue.

4 weeks — \$3.40 per line, per issue.

**POSITIONS WANTED**

1 week — \$3.70 per line

2 weeks — \$3.05 per line, per issue.

3 weeks — \$2.60 per line, per issue.

4 weeks — \$2.40 per line, per issue.

Add \$6.00 per insertion for box service.

Add \$4.00 per insertion for box service.

Count as an additional line in copy.

Count as an additional line in copy.

Count approximately 34 characters and/or spaces per line.

3 lines minimum.

NO ABBREVIATIONS.

**DEADLINE: Every Tuesday, 12 pm (ET)  
For Saturday's issue.****Payment must accompany all Positions Wanted ads.****DISPLAY CLASSIFIED**

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rates for display-classified are: 1 time-\$80 per column inch; 2 to 4 times-\$75 per column inch, per insertion; 5 to 11 times, \$70 per column inch, per insertion; 12 or more times \$60 per column inch, per insertion.

**DEADLINE: 8 days prior to publication date.****Contract rates available upon request.**

Box number responses are mailed each day as they are received.

**Editor & Publisher**

11 West 19th Street, NY, NY 10011. (212) 675-4380.



**HELP WANTED****EDITORIAL****BUSINESS EDITOR**

Indianapolis News seeks a business editor. Responsibilities include supervising a staff of four and editing daily business sections and a special eight-page weekly section. The editor also contributes depth and profile stories. Editing experience preferred. Send clips and resume to City Editor Craig Hitchcock, PO Box 145, Indianapolis, IN 46206.

**BUSINESS EDITOR** - You understand the importance of penetrating, insightful business coverage on a major metro daily. You know how to write and edit business news for a vast readership, not just a handful of CEO's. If you want the challenge of directing business coverage in one of Florida's top financial centers, and if you've got the editing skills and get-it-done know-how to run a department of 14 producing a business section seven days a week, then write to Lawrence McConnell, Managing Editor, The Tampa Tribune, PO Box 191, Tampa, FL 33601.

**CITY EDITOR**

The Bismarck Tribune's metro editor for fourteen months has been snared by another Lee Enterprises paper, and we need help fast. Twelve-member reporting staff covering North Dakota's capital city needs encouragement, direction and good ideas. Candidates should be experienced at spotting holes in stories and turning hum-drum prose into sparkling copy. Join us and find out why the Bismarck Tribune has been the Lee's fastest growing newspaper, and a breeding ground for group editors. Write: Paula Redmann, Human Resources, The Bismarck Tribune, PO Box 1498, Bismarck, ND 58504.

**COPY EDITOR**

For 15,500 circulation daily in scenic western Massachusetts. Must hustle and care about quality and Local news-papery. Accuracy, precision imagination all important. Involves copy reading and page design. Will train but prefer experience. Send resume to George Forcier, The Recorder, 14 Hope Street, Greenfield, MA 01301.

**COPY EDITOR** needed at 41,000 PM paper. Strong layout and editing skills essential. At least four years of daily newspaper experience required. Salary up to \$570 a week. Reply to News Editor, The Beacon News, 101 South River Street, Aurora, IL 60506.

**COPY EDITOR - LAYOUT PERSON** Experience preferred. Will work some evenings, weekends. Send resume, nonreturnable clips to David Poling, M.E. night, 8-18 E. Church St., Uniontown, PA 15401.

**COPY EDITOR**

Excellent career opportunity available for individual with 5 years newspaper copy editing experience including exposure to daily/weekly newspapers. Candidates should have excellent English language skills & great communication & organizational skills. We offer an excellent salary/benefits & the opportunity to work in one of the best companies in the publishing business. Please send resume with salary requirements to:

E. Puresis-CE  
Variety

Cahners Publishing  
475 Park Ave. So., NY 10016  
Equal opportunity employer m/f.

**COPY EDITOR**

Eastern Pennsylvania daily, in rapidly expanding market, is looking for solid professionals with at least two years news desk experience. Salary \$33,000 plus. Send resume, clips, references to Box 3290, Editor & Publisher.

**HELP WANTED****EDITORIAL****COPY EDITOR**

The Billings Gazette, Montana's largest daily newspaper, is filling a key position on its editorial staff. The candidate we hire must have copy editing experience on a daily newspaper. Skilled at writing eye-catching headlines, layout abilities and must be able to produce pages under deadline pressure. We have recently converted to pagination. Familiarity with MAC graphics a definite plus. Submit application letter, complete resume, references, salary history and best clips to Loretta Breslin, Human Resources Director, Billings Gazette, PO Box 36300, Billings, MT 59107-6300. Resume must be post-marked on or before Oct 28. EOE/M/F.

**EDITOR WANTED**

Experienced person needed to head up reporting and editorial for award-winning community weekly in Fairfield County, CT. Must be creative, hard worker, good writer and able to get along with town folk and town officials. Excellent compensation and opportunity for the right person. Send resume to Box 3261, Editor & Publisher.

Energetic News Editor sought to run slot desk and be responsible for layout and design of progressive, award-winning 11,000 daily. Only experienced deskpersons need apply. Good benefit package and salary for right person. Send resume to The Shelbyville News, c/o Jim McKinney, Executive Editor, PO Box 750, Shelbyville, IN 46176.

**FEATURES EDITOR**

For a four-member staff of medium-sized Upstate New York daily. Must have right stuff to guide talented staff, work creatively with graphics department and produce lively features pages. Competitive salary, great location, good opportunity for advancement. Box 3291, Editor & Publisher.

**FIELD EDITOR**

**IOWA FARMER TODAY**, the nation's most colorful and popular farm publication, is seeking a top-notch field editor to write about politics, government and marketing in the agricultural area. This is an exciting and challenging opportunity for a self-starter with excellent writing and interviewing skills and a wide range of agricultural interest. Iowa Farmer Today offers top pay and excellent fringe benefits. Qualified candidates must have a journalism or related degree and two to three years experience in agricultural reporting and writing. Must have excellent communication skills, be creative and resourceful and able to work well with people. Must be willing to travel. Send resume and clips to Machele Wiebel by October 14. The Gazette, 500 Third Avenue, SE, Cedar Rapids, IA 52401. EOE.

**GENERAL ASSIGNMENT & SPORTS REPORTERS**

Exciting challenge with growing award-winning weekly in Northeast Indiana resort area. Must be proficient with camera. Good benefits. Box 3289, Editor & Publisher.

**GRAPHICS EDITOR**

The Long Beach Press Telegram is looking for an experienced, aggressive graphics editor to lead a 27-member team of photographers, artist and page designers. State-of-the-art pagination equipment, increase emphasis in color photography, a commitment to photo-journalism, as well as head-to-head competition with the best newspapers in Southern California are just a few of the challenges for the right editor. Resume and clips, to Rich Archbold, Managing Editor, Long Beach Press Telegram, 604 Pine Ave. Long Beach, CA 90844.

**HELP WANTED****EDITORIAL**

**GOVERNMENT JOBS \$16,040 - \$59,230/yr.** Now Hiring. Call 1-(805) 687-6000 Ext. R-4261 for current federal list. (Fee required).

**MANAGING EDITOR**

The Recorder, a vibrant daily legal newspaper covering the Bay Area needs a second in command with top editing and management skills. Some legal reporting or editing experience required. A law degree would be a plus. Commitment to quality journalism is paramount. Competitive salary. Send resume and letter to Bruce Rosen, Editor, 99 S. Van Ness Ave., San Francisco, CA 94103. An American Lawyer Newspaper.

**MANAGING EDITOR** for 4,600 weekly newspaper in Central Massachusetts. Member of a strong chain in growth area. Strong editorial and administrative skills a must. Previous weekly or daily experience desirable. Journalism degree a plus. Present Editor of 30 years retiring. Salary open, good benefits. Send resume and clips to: Turley Publications, PO Box 120, Ware, MA 01082. Attn: Personnel Dept.

**MANAGING EDITOR** - needed for three-time per week community newspaper. Good headline, writing, editorial writing and layout skills a must. Wire service experience necessary. Send resume, salary, history, clips, references to: Jerry Wright, Hi-Desert Star, PO Box 880, Yucca Valley, CA 92286.

**MANAGING EDITOR**

For 70-year-old labor newspaper, desktop-published monthly. If you're a writer, typist and promoter, energetic and progressive, you can rule your own roost. Low \$20's to start. Resume, writing samples by Oct. 24 to: Plaindealer, 3830 S. Meridian, Wichita, KS 67217.

**MANAGING EDITOR**

For 30-member staff of western New England AM daily. Management skills and news leadership equally important. Report to executive editor and publisher. Letter and resume to Box 3271, Editor & Publisher.

**NEWS/COPY EDITOR**

Wanted for midwest PM daily. Previous editing and managing experience desired. Good starting salary plus benefits. Send resume and clips to Box 3276, Editor & Publisher.

**NEWS EDITOR**

The Odessa American has begun the process of identifying quality candidates for news editor, one of the top jobs in the newsroom of a 40,000 Pulitzer-Prize winning west Texas daily. Supervising supervisors is the focus of the job. Computer literacy and graphics knowledge are sought-after attributes. Contact Managing Editor, M. Olaf Frandsen, PO Box 2962, Odessa, TX 79760. No phone calls, please.

**HELP WANTED****EDITORIAL****MILITARY REPORTERS PART-TIME**

Air Force Times, the independent, 90,000 plus circulation newspaper published by The Times Journal Co. for Air Force people, is creating a worldwide network of stringers who will help us cover the Air Force by reporting on breaking news, writing occasional enterprise pieces and contributing to round-ups. At least two years of daily newspaper reporting experience or equivalent is required. Familiarity with the military is highly desirable. Reporters for dailies who are covering nearby Air Force bases and also could file for us would be of particular interest.

Please send resume and 3 good clips to:  
Air Force Times  
Attn: Stringers  
6883 Commercial Drive  
Springfield, VA 22159  
EOE

**NIGHT EDITOR**

Good position for individual growth at this family owned 9,000 circulation daily newspaper. Perfect for an aggressive person who has a working knowledge of newspaper layout and editing, and is willing to learn more. Fringes, evening hours. Our night editor is a person who can manage a news staff and photographers and wants the challenge of designing and filling our news pages. Send cover letter, resume, and clips to B. J. Small, Gettysburg Times, 18 Carlisle Street, Gettysburg, PA 17325, or call (717) 334-1132.

**NORTH CENTRAL Ohio** daily needs general news reporter. Beginner or up to two years experience. Please send resume, clips to Jack Brown, The Norwalk Reflector, 61 East Monroe Street, Norwalk, OH 44857.

**REPORTER**

The leading Jewish weekly in the U.S. needs an energetic staff writer for its award-winning writing team. Interview Henry Kissinging one day and a shofar-maker the next, with a dash of communal coverage and wire editing thrown in. Enormous growth potential on a 132-page weekly. Send resume to Alan Hitsky, Detroit Jewish News, 20300 Civic Center, Southfield, MI 48076.

**REPORTER**

The Odessa American, a 40,000 Pulitzer-Prize winning west Texas daily, is looking for a reporter with at least one year experience. Beat to be determined by qualifications. Contact Managing Editor, M. Olaf Frandsen, PO Box 2962, Odessa, TX 79760. No phone calls, please.

**REPORTER** needed for award-winning resort weekly. Good salary, benefits. Resume, clips to Editor, Coastal Observer, PO Box 1170, Pawley's Island, SC 29585.

**WRITER**

America's fastest growing weekly tabloid **NATIONAL EXAMINER** is looking for a self-starting **Writer-Editor** who can turn in bright, snappy copy and is not afraid to tackle other equally interesting editorial duties. Good salary, benefits, etc. Apply in writing only to Bill Burt, Editor, National Examiner, 5401 N.W. Broken Sound Blvd., Boca Raton, FL 33431.



**HELP WANTED****EDITORIAL****REPORTER**

Maine's capital city newspaper is seeking a bureau reporter to cover municipal government, features and a variety of subjects. The successful candidate must have one year of experience as a reporter for a newspaper, preferably a daily. Must be able to demonstrate the following skills and abilities: accuracy with facts; excellent grammar, punctuation and spelling skills; must be a competent typist; work well under pressure of deadlines; must be self-motivated and work well with minimum supervision; must be able to work a flexible schedule and work on many projects at one time. The pay range is \$16,000 to \$23,000, plus an excellent benefits package. To apply please send a letter of application, resume, and writing samples by October 20, 1988 to: Vickie Foster, Personnel Manager, KENNEBEC JOURNAL, 274 Western Avenue, Augusta, ME 04330.

**SECTIONS EDITOR**

"Ambitious" is a good way to describe our features section, and we are looking for an editor who is equally so. The Times-News (circ. 22,000) in Twin Falls, Idaho seeks a section editor to oversee our food/home, entertainment, community/lifestyle and health section, in addition to some management responsibilities. Ideal candidate will have strong editing skills, and solid feature writing experience. A good eye for graphics is a plus. If you'd like to live in a small town that is close to some of the best skiing and outdoor recreation in the country, send samples of your writing or section to: Stephen Hartgen, Managing Editor, The Times-News, Box 548, Twin Falls, ID 83303.

**SPECIAL OPPORTUNITY**

Help a community fulfill its potential through our editorial pages. We're looking for a journalist who truly believes that the freedom and power of the press belong to the people, not to newspaper companies. This job is part editorial page editor, part facilitator conducting round tables and focus groups, part special assignment writer and part writing coach for citizens trying to express their opinions. Work in partnership with the editor in this innovative and ambitious venture. Qualifications include proven writing skills, layout experience and enthusiasm. Send resume, writing and layout samples and a cover letter describing your philosophy of newspaper and community journalism to Frank Fantini, Editor, Delaware State News, PO Box 737, Dover, DE 19903.

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Needed for 87,000 AM. The challenges of this position include layout and polishing of copy. Two or more years of daily experience preferred. Send three best and three most recent layouts, three favorite and three most recent headlines, and three most satisfying copy edits and a short note explaining what made them special to Mark Bialczak, Sports Editor, Syracuse Post-Standard, PO Box 4818, Syracuse, NY 13221.

**SPORTS EDITOR** Colorado daily seeks applicants with 2 to 4 years of sports reporting and editing experience. Supervise staff of three, plus part-timers. If your track record for quality prepares you for more responsibility, send resume and clips to Editor, Greeley Tribune, PO Box 1138, Greeley, CO 80632.

**SPORTS EDITOR** for growing 30,000 PM, Monday through Saturday. Must be strong candidate in writing, editing and layout. Organizational skills, creativity and staff management important. Send resume, and clips to Donald Davis, Executive Editor/Operations, The Pottsville Republican, 111 Mahantongo Street, Pottsville, PA 17901.

**SPORTS REPORTER**

Needed to cover Big East Conference basketball for 87,000 AM. Two or more years of daily experience preferred to master this challenging job. Send three best and three most recent clips to Mark Bialczak, Sports Editor, Syracuse Post-Standard, Box 4818, Syracuse, NY 13221.

**SPORTS**

The Newport Daily News seeks a sports writer/desk person. We cover youth to pro sports, sailing, tennis, and more. The job includes writing, editing, layout and pagination on our new system. We seek to be the best small daily newspaper in New England. The person we hire will help us meet that goal. Write to David B. Offer, Editor, The Newport Daily News, 101 Malbone Road, Newport, RI 02840. Deadline October 25, 1988.

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**SPORTS WRITER:** The Leader, a 6-day PM daily in Corning, New York, needs an entry level reporter capable of covering high school sports and big league events such as an PGA tournament, and NASCAR racing. Call Tom Parry, Sports Editor, (evenings), (607) 936-4651.

**SPORTS WRITER** for 12,000 circulation daily. Zone 8. Box 3287, Editor & Publisher.

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The position involves major responsibilities for reference services to company personnel, developing/maintaining/updating of online ATEX ready reference files, searching online information services (Dialog, Nexis, Vu/Text, Statix) and assisting other library staff with reference techniques.

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**E&P Employment Zone Chart**

Use zone number to indicate location without specific identification



EDITOR &amp; PUBLISHER for October 8, 1988

**HELP WANTED****PRODUCTION**

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**Owen Feltham**

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**RESEARCH****RESEARCH COORDINATOR**

The Morning News Tribune is currently seeking a research coordinator for our research and promotion department. The individual will be responsible for the creation, development, execution and analysis of research pertaining to advertising, sales and marketing, public service, public relations and new product development efforts.

A degree in Marketing or Advertising, or appropriate professional experience is required. A minimum of two years research experience is desirable.

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**SALES**

SALES MANAGER wanted for growing, award-winning community weekly. Background in community newspaper ad sales a must. Send resume to Paul Bass, New Haven Independent, PO Box 9734, New Haven, CT 06536. Equal Opportunity Employer.

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EXPERIENCED, hard-working reporter seeks job with weekly or small to medium-sized daily. Will relocate anywhere. Call Jay at (901) 664-3921.

**POSITIONS WANTED****EDITORIAL**

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FIVE YEAR REPORTER at university town daily seeks job at larger newspaper. Strengths include enterprise and lively writing. Prefer Zones 2, 3 and Ohio. Box 3292, Editor & Publisher.

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**REPORTER/EDITOR**

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REPORTER - With business writing seeks spot on Southern California daily or weekly. Call (718) 968-1597.

REPORTER/EDITOR with 14 years of big city and suburban newspaper and wire service experience seeks editing or reporting position with newspaper in Northeast. Excellent news judgement. Strong editing skills. Will also consider public relations position with government or public service agency. Write Box 3265, Editor & Publisher.

REPORTER - Recent Princeton grad, editorial editor of campus daily, with internship and freelance experience, seeks entry level position with Zone 9 daily. Box 3286, Editor & Publisher.

**THE WINNING TOUCH**

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**PHOTOGRAPHY**

AWARD-WINNING, college educated, 26 year-old photographer with 5 years experience in the field, currently employed by one of the country's largest dailies, is looking for a staff position with any daily paper regardless of size or location. Quality, integrity, and a chance to progress are most important considerations. Box 3282, Editor & Publisher.

PHOTOJOURNALIST. World class talent. Prefer daily in Chicagoland area (within 50 miles) but will consider all offers. Contact Paul (312) 423-2940.

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PRODUCTION MANAGER with 20 years experience looking to relocate in Zones 1 & 2. Experience includes negotiating contracts and planning and designing new production facilities. Excellent people skills. Box 3279, Editor & Publisher.

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### The writing coach movement

By Tina Lesher

The writing coach movement, only a decade old in this nation, could play an important role in American journalism for its contributions outside the newsroom.

Coaches, who help reporters elevate their writing skills, actually function as teachers of writing but in a new context — the newsroom.

With the growing emphasis in this nation on writing instruction for students on all levels — from the early grades to the college journalism ranks — it appears that educators could extract valuable information about writing instruction by studying the theories and strategies of these newsroom "mentors."

Data, which I compiled by surveying 57 active coaches and by observing six of the nation's leading coaches as they worked at their respective papers, clearly indicate that coaching is an "elevation" function which helps good reporters rise to levels of excellence. In detailing their respective theories on coaching, survey respondents repeatedly referred to the importance of working with motivated writers.

"Work with the best to make them better and encourage them to work with others who show promise," wrote one coach in describing his teaching theory, while another believes, "a coach cannot make a writer out of one who is not."

I watched scores of reporters being

(Lesher, a New Jersey-based writer, studied the writing coach movement as the focus of her dissertation studies at Rutgers University.)

coached in individual and group sessions, and the paper's best writers appeared to be the ones most enthusiastic at the idea of discussing their work with an interested mentor.

One coach theorized that "writers need to know someone cares." This often extends beyond the realm of the writing per se: 68% of the coaches believe they must deal with the personal problems of reporters.

One observed coach argued that he did not consider himself a "psychologist" at all; shortly thereafter, a reporter similarly referred to the coach as a "shrink."

standard teaching training.

When asked to list the writers or researchers who influenced their teaching, coaches shied away from acknowledged education theorists in naming contemporary writing teachers. Pulitzer Prize-winning Donald Murray, a highly regarded teacher, writer and coach; Roy Peter Clark, whose yearlong stint at the *St. Petersburg Times* in the late '70s started the coaching phenomenon, and William Zinsser, author of *On Writing Well* and other works, received the most mentions.

Story organization and leads

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***One observed coach argued that he did not consider himself a "psychologist" at all; shortly thereafter, a reporter similarly referred to the coach as a "shrink."***

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Borrowing from writing coaches' ideas, classroom teachers might undertake special efforts to coach motivated student writers, and to lend a sympathetic ear when outside influences affect those students' creative output.

Although more than half the coaches are experienced teachers and 45% of them hold advanced degrees, only 36% believe it is important for a coach to have a background in teaching.

However, 71% maintain it is important for a writing coach to have a newspaper background. The message for writing educators may be that, in the teaching-of-writing realm, writing experience can be more valuable than

remain the most discussed topics at coaching sessions, survey respondents claim. I noticed, however, at the observed coaching sessions that the conversation frequently centered on choosing the correct word to use in the right context. Again, teachers might concentrate on these areas when providing writing instruction to students.

Other research findings which may be of interest to educators include:

- Conferencing, in one-on-one sessions, remains the primary teaching strategy of coaches. Other techniques include conducting group sessions (some coaches hold regularly scheduled classes), using peer reviews, sponsoring in-house writing contests, meeting for "brown bag lunch" discussions, and publishing critique sheets.

- Coaches cherish good writing, and strive to impart a love of writing to their "students."

- Coaches exhibit a passion for the perfect word, and can be considered modern language buffs.

- Coaches display affable and warm personalities. Outside their work, they appear kind and caring as they remain within their coaching assignments.

- Coaches have the respect of editors and reporters.

- Small, informal newsroom  
(Continued on page 45)

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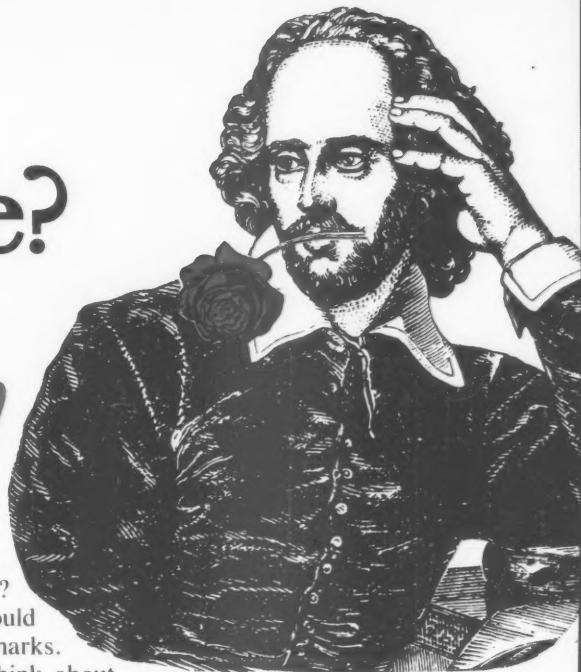
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